higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1020**(E)**(N16)H

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(Second Paper)

(5140364)

16 November 2018 (X-Paper)
09:00–12:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual/explanatory) are allowed.

This question paper consists of 6 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT COMMUNICATION N4
(Second Paper)
TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Read ALL the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Write neatly and legibly.

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QUESTION 1: COMMUNICATION PRINCIPLES

1.1 Explain the following elements of the communication process briefly:

1.1.1 Sender

1.1.2 Receiver

1.1.3 Noise

(3 × 2) (6)

1.2 Discuss THREE categories of communication and give ONE example of each. (9)

1.3 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Pitch, tempo, rhythm, intensity and accent	A	phatic communication
1.3.2	Asking a person: 'How are you?'	B	acoustic semiology
1.3.3	Listening to sad music when you feel down.	C	paralinguistics
1.3.4	Waving at your friend.	D	verbal communication
1.3.5	Refers to spoken and written words	E	kinesics

(5 × 1) (5)

[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 Cynthia and Lerato are friends. Cynthia is outgoing; she gets along with her family and friends. She is talented on the sport field and has a sharp sense of humour. Lerato, on the other hand, is introverted and has poor social skills. She is very jealous of Cynthia.

2.1.1 Define *self-image.* (4)

2.1.2 Compare FIVE characteristics of someone who has a good self-image with FIVE characteristics of someone who has a poor self-image. (10)

2.1.3 Do you think that Cynthia has a good or a poor self-image? (2)

2.1.4 Give a reason for your answer in QUESTION 2.1.3. (3)

2.2 Give ONE term for each of the following descriptions by choosing a term from the list below. Write only the term next to the question number (2.2.1–2.2.6) in the ANSWER BOOK.

psychological dimension; security needs; affiliation needs; perceptual barrier; physical barrier; semantic barrier

2.2.1 Using slang in the workplace

2.2.2 External barrier

2.2.3 Background, personality, age, gender and religion

2.2.4 Being loved and accepted by friends

2.2.5 Living in safety and securing your future

2.2.6 You may see yourself as being an introvert or an extrovert

(6 × 1) (6)

[25]

QUESTION 3: INTERVIEWING

3.1 Graphically illustrate the communication process that takes place between an interviewer (sender) and an interviewee (receiver). (6)

3.2 Name FOUR types of barriers that could occur in an interview. (4)

3.3 Study the cartoon below and answer the questions:



[Source: *www.cartoonstock*.com]

3.3.1 The interviewer (lady at computer) asked the following question: 'How do you deal with work related stress?'

What type of question did the interviewer ask? (2)

3.3.2 Give a reason for your answer in QUESTION 3.3.1. (2)

3.3.3 Did the interviewee answer the interviewer's question well? (1)

3.3.4 Give TWO reasons for your answer in QUESTION 3.3.3. (2)

3.3.5 Do you think that the interviewee's (man in the suit) non-verbal communication is acceptable in an interview situation? (1)

3.3.6 Give ONE reason for your answer in QUESTION 3.3.5. (2)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.

4.1.1 Mass media communication occurs when a sender uses an appropriate medium/channel to send a message simultaneously to a large group of receivers.

4.1.2 AIDA stands for: Attention, Interest, Desire and Assertiveness.

4.1.3 The geographic classification of the target audience relates to gender, age and income.

4.1.4 One point of criticism against advertising is that it stresses materialism.

4.1.5 The target group determines the style and the register used by mass media.

(5 × 1) (5)

4.2 Give FIVE functions of the mass media. (5)

4.3 Propaganda is a manipulative and powerful tool used a great deal in politics to 'brainwash' people.

Discuss FIVE techniques used by the propagandist. (10)
[20]

QUESTION 5: MEETING PROCEDURES

5.1 Define each of the following terms:

5.1.1 Meeting (4)

5.1.2 Constitution (2)

5.2 Give THREE types of general meetings. (3)

5.3 At the annual general meeting of Rambler's Sports Club, the executive committee elected Mr Dumisani as the secretary.

Explain SIX core duties of a secretary to Mr Dumisani. (6)
[15]

TOTAL: 100

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