higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second Paper)

19 NOVEMBER 2019

This marking guideline consists of 6 pages.

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QUESTION 1: COMMUNICATION PRINCIPLES

1.1 1.1.1 The CEO/The lady with the necklace/The lady with the curly hair

(Give a mark for any description as long as it is clear that the sender is the CEO.) (1)

1.1.2 In closing: Change is good! Change is inevitable! Change is exciting!

(Students may paraphrase or quote the message.) (2)

1.1.3 Interpersonal communication (1)

1.1.4 It is face to face between a sender and few individuals/small group. (1)

1.1.5 Intrapersonal communication (1)

1.1.6 Thinking takes place within a person. (1)

1.1.7
- Pays attention to the words, ideas and feelings of the sender
- Makes eye contact and pays attention to nonverbal language
- Listens openly and objectively, especially to people from a different background or culture and avoids stereotyping
- Repeats the message to show understanding and offers appropriate body language to support the message
- Does not interrupt the speaker – allows for strategic pauses in conversation
- Remembers what was said and can reproduce the information

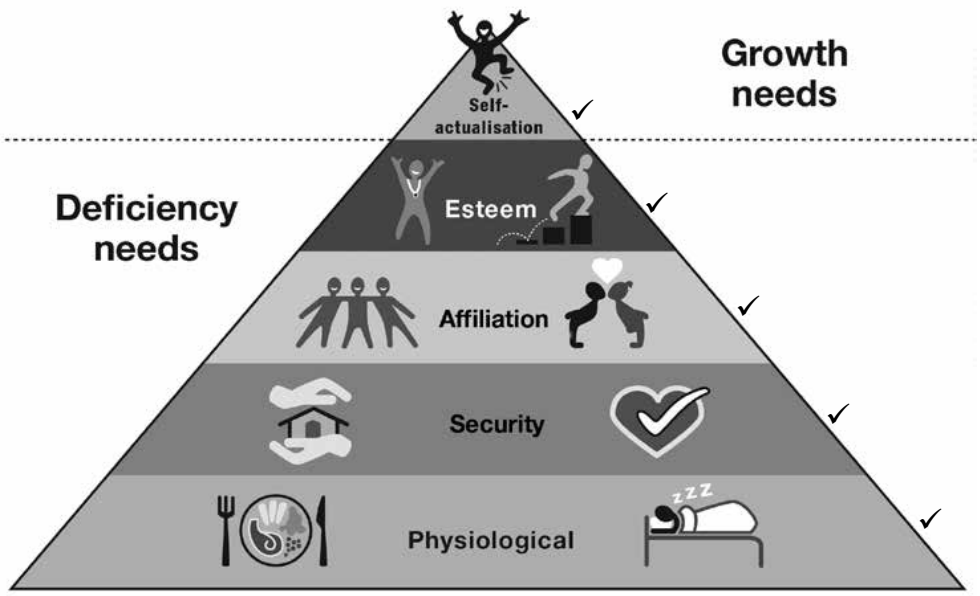
(Any 5 × 1) (5)

1.2
- Intimate zone – A distance of zero to half a metre is maintained/ uncomfortable/used in crowded places
- Personal zone – A distance of between half a metre and one metre is maintained/reasonable/used for desks in a classroom/for chairs in a boardroom
- Social zone – A distance of one to two metres is maintained/used for consulting with clients/for reception table tops
- Public zone – A distance of more than three metres is maintained/used when addressing crowds in halls/for church pulpits (4 × 2) (8)

[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1



(5)

2.2

- Age:✓ An older person might think it is disrespectful to be busy on the cellphone during a conversation, while an 18-year-old may see this as totally acceptable.✓
- Attitude:✓ A manager might have a passion and thus a positive attitude towards community development, while another manager might view it as a waste of resources. This could cause friction between the two managers.✓
- Background:✓ A person who grew up in a culture that uses knives and forks to eat with will perceive using fingers during a meal as bad manners.✓
- Education and training:✓ A lady who holds a doctoral degree in philosophy might have problems communicating with a plumber. She is a theorist and uses certain academic terms, while the plumber is very practical and uses jargon which is often only used in that specific profession.✓
- Sex:✓ A female worker, who is also a mother, often puts in leave to look after her sick baby. Her male boss might not understand her situation and judge her for missing work so often.✓
- Intelligence:✓ If a less-intelligent person works with a highly intelligent person on a project the highly intelligent person might see the other person as a hindrance.✓
- Interests:✓ A manager, who is a brilliant chess player, would not understand his employee's need to take off from work to represent his province in a national soccer tournament.✓
- Needs:✓ A manager's main goal in a company might be a promotion, while the secretary's main concern is to earn a salary to afford food for her family.✓

- Occupation:✓ An accountant will focus on cost cutting and try to save money in the company, while the marketing manager will not be happy to cut costs on advertising and marketing. They have different priorities which may cause communication barriers.✓
- Personality:✓ A loud extroverted person might keep on taking over the conversation. This might cause the introverted person to withdraw from the conversation.✓
- Race:✓ An African person might not realise that he offends a western person when he does not make eye contact.
- Religion:✓ Christians find it acceptable to consume pork, while Jews are not allowed to eat pork. This can cause friction at a work function, if pork is served.✓ (Any 5 × 2) (10)

2.3 2.3.1 D
2.3.2 A
2.3.3 B
2.3.4 E
2.3.5 C

(5 × 1) (5)
[20]

QUESTION 3: INTERVIEWING

3.1 An interview is a preplanned, formal✓ and oral interpersonal communication✓ between an interviewer✓ and an interviewee✓ or a panel of interviewers. Information, thoughts and emotions✓ are communicated. It takes place for a specific purpose✓ and within a limited time frame.✓ (7)

3.2 3.2.1 True
3.2.2 True
3.2.3 False
3.2.4 False
3.2.5 True

(5 × 1) (5)

3.3
- Establish rapport with the applicant by introducing yourself and the panel.
- Be polite and professional. The candidate will probably be nervous. Put him or her at ease before you start asking questions.
- Explain what will happen during the interview.
- Ask relevant, well-prepared questions.
- Do not ask two questions in one.
- Avoid embarrassing and discriminatory questions, including questions about gender, race, religion or sexual orientation.
- Allow the applicant an opportunity to ask questions.
- Listen well and take notes during the interview.
- Refrain from being prejudiced and making quick judgements.
- Clearly explain the next steps in the interview process. (Any 8 × 1) (8)

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QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 4.1.1
- Inform/News function
- Interpret/Editorial function
- Educate
- Entertain
- Advertise
- Render a service
- Promote culture
- Act as a moral watchdog (Any 5 × 1) (5)

4.1.2 Advertise (1)

4.1.3 The public is being informed about a new product/being persuaded to try a new product. (1)

4.1.4 By using pictures,✓ different fonts✓ and an interesting slogan (spread it, braai it, cook it)✓ (Any 2 × 1) (2)

4.1.5
- By inviting the reader to like them on Facebook
- By offering a competition (2)

4.1.6 Bovril (1)

4.1.7 Mothers/Men who braai/People who enjoy cooking (1)

4.2
- Showing only one side of the story/Incomplete reporting
- Using emotional language/Sampling emotional respondents
- Citing fake sources/Using biased visual material
- Selective use of research and data
- Exaggeration/Giving incorrect statistics
- Misrepresenting the truth and outright lying/Reporting out of context
- Distracting the public with unimportant stories
- Fear (Any 7 × 1) (7)

[20]

QUESTION 5: MEETING PROCEDURES

5.1 5.1.1 The announcement of a meeting✓ informing when and where the meeting will take place✓

5.1.2 The list of topics✓ to be discussed at the meeting✓

5.1.3 Everything that was said at a meeting✓ is written down and presented to the members as evidence./An accurate record of the proceedings of a meeting✓

(3 × 2) (6)

5.2 A quorum can be defined as the minimum number of people who must be present at a meeting to make the proceedings valid.✓ Therefore, if the quorum is 12 there needs to be more than 12 people present.✓ 15 people were present, thus all proceedings are valid.✓ (3)

5.3 Special/Ad hoc meeting (1)

5.4 The meeting was held for a specific purpose, i.e. to discuss the sudden resignation of the sales manager. (1)

5.5 Public meetings are open to the public and are often advertised in the mass media.✓ These are usually held to discuss matters of concern to the public, such as community issues, political rallies or public workshops.✓ People attending private meetings meet as peers with their manager or employer.✓ This meeting is internal and private which means only members may attend.✓ (2 + 2) (4)

5.6
- Strong organisational abilities
- Clear, friendly and professional communication skills
- Cordial and professional phone manners
- Computer literate
- Honest and discrete
- Excellent time-management skills
- Excellent language skills
- Professionalism (Any 5 × 1) (5)

[20]

TOTAL: 100

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