higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## JUNE EXAMINATION

## COMMUNICATION N5
## (Second Paper)

## 20 JUNE 2016

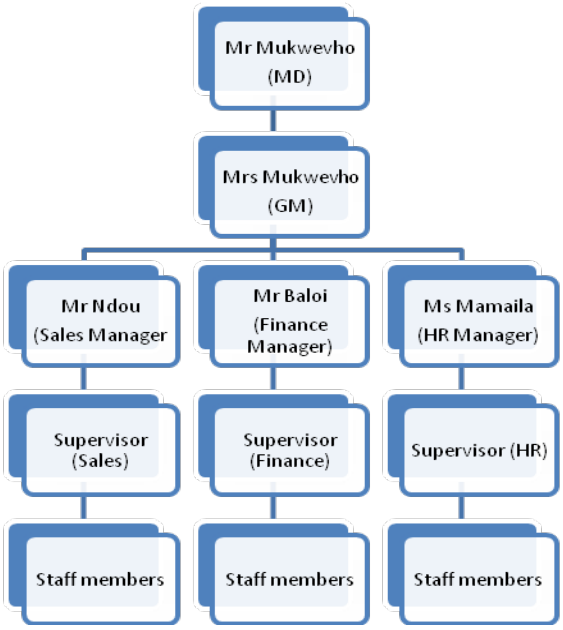
**This marking guideline consists of 6 pages.**

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## SECTION A

## QUESTION 1

1.1 HEADING OF COMPANY: MUKWEVHO BRICKS




(11 × 1) (11)

1.2 Corporate culture refers to the basic beliefs, values, customs and traditions, that are shared by the members of the organisation and that is what makes the organisation unique. (3)

1.3
- The logo and slogan of the organisation
- The colours used in the logo, staff uniform, packaging material and vehicles
- The architecture of its building
- The appearance and neatness of its interior or offices
- The quality of communication and service it renders to clients. (5 × 2) (10)

1.4
- It wastes time and affects productivity negatively
- It may lead to the development of unsuitable relationships between superiors and subordinates/breed inappropriate behaviour
- It may break down formal communication channels
- The grapevine contains information that is based on hearsay that may be incorrect or that may become distorted
- Distorted facts may lead to a level where the organisation as a whole becomes ineffective
- Rumours or hearsay may lead to negative office gossip

(Any THREE correct answers) (3 × 2) (6)
**[30]**

**TOTAL SECTION A: 30**

## SECTION B

## QUESTION 2

2.1 2.1.1 True
2.1.2 True
2.1.3 False
2.1.4 False
2.1.5 True

(5 × 1) (5)

2.2 Time control techniques are aids that help you to make decisions about the most effective use of the time at your discretion. It records how your time is spent and analyse what you spend your time on. (2)

2.3
- Firstly, establish the purpose of the exercise
- Secondly, implement the process (2 × 2) (4)

2.4
- Diary
- Week and year planner
- Wall charts
- Desk pads
- Self-control
- Delegation (Any 4 × 1) (4)

**[15]**

**TOTAL SECTION B: 15**

## SECTION C

## QUESTION 3

3.1 3.1.1 Generalisation

3.1.2 Pinpointing the enemy/Scapegoat

3.1.3 Stereotyping/Name-calling

3.1.4 Appeal to authority or use of testimonials

3.1.5 Repetition

(5 × 1) (5)

3.2 Advertisement refers to any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor. (4)

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3.3
- By using big, bold letters
- The use of an interesting illustration
- Using different colours
- Using different fonts
- Using photos or graphs
- Actual words or copy of the advertisement can also attract attention
- Catch phrase/heading (Any 4 × 1) (4)

3.4
- Factual
- Imaginative
- Negative
- Humorous (4 × 1) (4)

3.5 3.5.1 Factual

3.5.2 Ethos

3.5.3 Inform

(3 × 1) (3)
**[20]**

**TOTAL SECTION C: 20**

## SECTION D

## QUESTION 4

4.1
- The aim of the speech/purpose
- The audience
- The occasion
- The physical surrounding/venue (4 × 1) (4)

4.2
- Be yourself.
- He must prepare his speech adequately.
- He must rehearse or practice his speech before he presents it.
- He must dress appropriately.
- Think positively/breathing exercise/relaxation exercises. (4 × 1) (4)

4.3 4.3.1 Appearance (Dress)

- He must be comfortable with his choice of clothes.
- His dress code must be appropriate according to the formality of the occasion.
- He must not wear excessive jewelleries.
- He must be neat and not wear brand new clothes (especially new shoes).

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4.3.2 Eye-contact

- Focus your eyes and look into the eyes and faces of people who have a positive and encouraging look on their faces.
- Establish direct eye contact with individuals in the audience and hold if for about 4 seconds before moving onto the next person.
- Make sure you cover the whole audience.
- He should avoid looking outside or over the heads of the audience. (Any 2 × 2) (4)

4.4
- Black/white/chalk board
- Flip chart
- Overhead projector
- Slides/Microphone/PowerPoint presentation

(Any 3 × 1) (3)
**[15]**

**TOTAL SECTION D: 15**

**SECTION E**

**QUESTION 5**

5.1 5.1.1 C
5.1.2 D
5.1.3 A
5.1.4 E
5.1.5 B

(5 × 1) (5)

5.2 Subculture refers to a culture within a culture. People within a culture form groups which are bound together by beliefs or interests which they share. (1)

5.3
- Profession/Occupation
- Ethnicity
- Religion
- Language (4 × 1) (4)

5.4
- Religions have all the elements of culture. They provide strong values and beliefs which lead to definite attitudes, norms of behaviour and expectations.
- Some of the best-know symbols are religious symbols, for example, the cross of Christianity, the six-point star of Judaism (Jewish religion) and the sickle moon and star of Islam.
- People who belong to the same religious subculture usually share the same values and beliefs. The implication for management is to decide which religious holidays should be officially recognised and which not.
- In the business world, religious differences could result in communication barriers regarding issues such as religious public holidays, time taken off work to attend a prayer meeting or initiation ceremony, or even regarding issue such as suitable office wear. (10)

**[20]**

**TOTAL SECTION E: 20**
**GRAND TOTAL: 100**

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