higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N180**(E)**(J20)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second Paper)

(5140395)

20 June 2016 (Y-Paper)
13:00–15:00

TWO dictionaries may be used.

No electronic dictionaries 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
COMMUNICATION N5
(Second Paper)
TIME: 2 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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SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

Read the following scenario and answer the questions.

Mr Mukwevho is the managing director of Mukwevho Bricks. He has employed Venda, Tsonga and Pedi-speaking people in his company. He has employed 200 people in total. He has appointed his wife as a general manager. There are three managers who report to him. They are Mr Ndou, manager of human resource, Mr Baloi, manager of finance and Ms Mamaila, who manages sales. Three supervisors directly responsible to staff members each report to the managers. Mpho Mudau is the legal advisor to Mr Mukwevho and Grace is Mr Mukwevho's secretary.

1.1 Draw an organisational chart illustrating line authority at Mukwevho Bricks. (11)

1.2 Define the term *corporate culture*. (3)

1.3 Give FIVE aspects of the organisation which determine the external characteristics that the public can see and organise. (5 × 2) (10)

1.4 State THREE disadvantages of informal communication in an organisation. (3 × 2) (6)

[30]

TOTAL SECTION A: 30

SECTION B: FORMULATION OF AIMS AND OBJECTIVES

QUESTION 2

2.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

2.1.1 One day I would like to be a good management assistant. It is an example of an aim.

2.1.2 Objectives give direction to an aim.

2.1.3 Aims and objectives should be both valid but not feasible.

2.1.4 Delegation refers to the technique of assigning tasks to subordinates who are incapable of performing the tasks.

2.1.5 Effective time management leads to improved productivity.

(5 × 1) (5)

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2.2 Explain what is meant by the term *time-control technique*. (2)

2.3 State TWO aspects which need to be considered when determining aims and objectives. (2 × 2) (4)

2.4 Name FOUR time-control techniques that the personal assistance could use to ensure efficiency. (4 × 1) (4)

[15]

TOTAL SECTION B: 15

SECTION C: MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

3.1 Identify the technique of propaganda employed in each of the following sentences:

3.1.1 President Zuma appealed to every South African to support Bafana Bafana during the Africa Cup of Nations.

3.1.2 The high rate of crime and unemployment in South Africa is attributed to apartheid.

3.1.3 A newspaper headline describing South African youth as 'rebellious'.

3.1.4 A company uses Itumeleng Khune to advertise its product.

3.1.5 Newspapers constantly reporting news articles of crime.

(5 × 1) (5)

3.2 Define the term *advertisement.* (4)

3.3 Clearly explain how a newspaper advertisement can attract attention of the readers. (4 × 1) (4)

3.4 Name FOUR presentation styles that can be used by the advertiser. (4 × 1) (4)

3.5 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.5.1 The language used in an objective report should be mainly (factual/subjective/emotional).

3.5.2 (Ethos/Logos/Pathos) refers to the credibility of the sender of the message.

3.5.3 One of the main purposes of the mass media is to (inform/manipulate/deceive).

(3 × 1) (3)

[20]

TOTAL SECTION C: 20

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SECTION D: PRESENTATION COMMUNICATION

QUESTION 4

Mr Mukwevho has to present a speech at the end of year function at Mukwevho Bricks.

4.1 Give FOUR factors Mr Mukwevho has to take into consideration when preparing his speech. (4 × 1) (4)

4.2 State FOUR guidelines that you can give Mr Mukwevho to cope with nervousness. (4 × 1) (4)

4.3 How would you advise Mr Mukwevho regarding the following non-verbal aspects?

4.3.1 Appearance

4.3.2 Eye-contact

(2 × 2) (4)

4.4 Name THREE visual aids Mr Mukwevho could use in his presentation. (3 × 1) (3)
[15]

TOTAL SECTION D: 15

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SECTION E: MULTICULTURAL COMMUNICATION

QUESTION 5

5.1 Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–E) next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.1.1	Culture	A	assumptions people make about the characteristics of all members of a group, based on an image about what people in that group are like
5.1.2	Prejudice		
5.1.3	Stereotyping	B	an understanding of the emotions and feelings of another person
5.1.4	Ethnocentricity		
5.1.5	Empathy	C	set of beliefs, values, attitudes and behaviour that are characteristics of a particular group
		D	judging someone or having an idea about them before you actually know anything about them
		E	a perception that a nation, group or culture to which you belong is superior to any other

(5 × 1) (5)

5.2 Define the term *subculture*. (1)

5.3 Give FOUR examples of subculture. (4)

5.4 Explain how religious differences could cause communication barriers in the workplace. (5 × 2) (10)

[20]

TOTAL SECTION E: 20
GRAND TOTAL: 100

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