higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second Paper)

12 JUNE 2019

This marking guideline consists of 7 pages.

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SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

1.1 1.1.1 Laissez faire (correct spelling NOT essential) (2)

1.1.2 '[s]he seldom leaves her office and is rarely seen around the guesthouse.'✓✓

OR

'… but she does not confront them …'✓✓
(1 mark for closed quotation marks) (3)

1.1.3
- Focus of power is with the staff.
- Boss has little input into day-to-day decision making.
- People-orientated environment.
- It means to leave alone.
- Manager trusts staff to make good decisions.
- He/She believes that staff has a basic desire to work.
- Staff have been arriving late and leaving early.
- Lack of guidance frustrates staff. *(*Any 3 × 1*)* (3)

1.2 Willem overheard the housekeeping staff complaining about their wages being too low. (quotation marks do NOT count) (2)

1.3 **Advantages**
- Quicker than formal communication
- Warns management of problems amongst staff
- Boosts and improves staff morale
- Less paper used
- Employees regard it as reliable and credible
- Acts as feedback to management
- May improve interpersonal relationships

Disadvantages
- Decreases productivity
- Damages staff morale
- Leads to inappropriate familiarity between superiors (employers) and subordinates (employees)
- Degenerates into negative gossip
- Wastes time
- Information based on hearsay
- Facts distorted

NOTE: Candidates' answers must indicate that informal communication is mostly destructive (disadvantageous) but sometimes constructive (advantageous)**.** Beware of incomplete statements. (Any 4 + Any 4) (8)

1.4 Corporate culture is a system of beliefs, values, customs and traditions✓ shared by members of an organisation that makes it unique and distinguishes it from other organisations.✓✓ (3)

1.5
- Goals of the organisation
- Structure of the organisation
- Cultural background of employees
- Leadership/Management style
- Communication between employees (Any 4 × 1) (4)

1.6
1.6.1 Punctuality
1.6.2 Confidentiality
1.6.3 Consideration for others
1.6.4 Professionalism
1.6.5 Neatness

(5 × 1) (5)
[30]

TOTAL SECTION A: 30

SECTION B: FORMULATING AIMS AND OBJECTIVES

QUESTION 2

2.1 2.1.1

- Quickly checks Facebook
- Looks for the cleaning supervisor
- Goes up to Couple X's room to see if the cleaning staff finished cleaning
- Looks frantically for any cleaning-staff member
- Checks the visitors' book for new reviews or comments from new guests
- Gets stuck paging through the book for positive reviews

NOTE: Verbatim from scenario is acceptable. (Any 3 × 1) (3)

2.1.2

- Cancel a family's double-room reservation.
- Alert Thandi to return their deposit.
- Check the availability of cleaning staff (to avoid looking for them or their supervisor).
- Check the availability of clean rooms (in case guests arrive unexpectedly).
- Check e-mails for possible new reservations.
- Check reservations for details of incoming guests (to know the surname of Couple X).

NOTE:

- Candidates' answers must correlate with the scenario, not come verbatim out of a textbook.
- Candidates' answers do not have to match the examiner's answers verbatim.
- Candidates' answers must address mistakes in the scenario (indicated in brackets for clarity, but candidates do not have to use brackets). (3 × 2) (6)

2.2 2.2.1 B
2.2.2 C
2.2.3 A

(3 × 1) (3)

2.3

- Prioritise set objectives.
- Use time-control techniques.
- Set a time schedule.
- Evaluate how time is spent.
- Identify and get rid of time wasters.

NOTE: NO marks for listing time-control techniques, i.e. wall chart, diary, time schedule, delegation, self-control (Any 3 × 1) (3)

[15]

TOTAL SECTION B: 15

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SECTION C: MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

3.1 A sender employs a particular medium✓ to transmit a specific message simultaneously✓ to a vast number of receivers✓ who are physically remote,✓ each receiving the message individually✓ and whose feedback is indirect and delayed.✓ (Any 3 × 1) (3)

3.2
3.2.1 Advertise goods and services
3.2.2 Inform the public of newsworthy events
3.2.3 Carrier/Promoter of culture/Entertain/Educate
3.2.4 Render a service
(4 × 1) (4)

3.3
- Persuade✓ consumers that it is the best✓ supermarket and that it must take preference over others✓
- Remind✓ consumers that it is still available✓ (Any 1 × 2) (2)

3.4
3.4.1 False
3.4.2 False
3.4.3 True
3.4.4 False
3.4.5 True
(5 × 1) (5)

3.5
- Ethos✓ refers to the credibility✓ of the sender.
- Logos✓ refers to the logical content✓ of the message.
- Pathos✓ appeals to the emotions✓ of the receiver of the message.

NOTE:
- Candidates often confuse sender, receiver and message. (3 × 2) (6)

[20]

TOTAL SECTION C: 20

SECTION D: PRESENTATION COMMUNICATION

QUESTION 4

4.1
- Be yourself.
- Prepare well.
- Rehearse/Practise the speech.
- Think positively.
- Dress appropriately.
- Do breathing exercises.
- Do relaxation exercises. (Any 3 × 1) (3)

4.2
- Irritating nonverbal behaviour (nervous gestures) can be too distracting.
- It is easier to watch a person's body language than to listen to their words.

NOTE:
- For ONE mark, candidates must indicate that nonverbal communication includes body language or gestures or facial expressions.
- For TWO marks, candidates must indicate that nonverbal communication is more powerful/noticeable/truthful than verbal communication. (2)

4.3
- Make eye contact with various individuals in the audience.
- Continue making eye contact with audience members throughout your speech.
- Eye contact shows confidence.
- Eye contact helps get and give feedback.

NOTE:
- Candidates must indicate that eye contact with the audience is important.
- If candidate ignores eye contact, do NOT award marks. (2)

4.4
4.4.1 True
4.4.2 False
4.4.3 False
(3 × 1) (3)

4.5
4.5.1 D
4.5.2 C
4.5.3 B
4.5.4 E
4.5.5 A
(5 × 1) (5)
[15]

TOTAL SECTION D: 15

SECTION E: MULTICULTURAL COMMUNICATION

QUESTION 5

5.1 The product of ideas, values and outlook✓ on life of a specific group of people,✓ which have been maintained and applied for a number of years.✓

OR

The accepted patterns of behaviour✓ or 'the way of life' of the members of a specific group,✓ which has been learned and handed down from generation to generation.✓

OR

A system of values, traditions, customs and beliefs✓ shared✓ by members of a specific group of people.✓ (3)

5.2
- Conflicting goals of communication
- Ethnocentricity
- Lack of trust
- Lack of empathy
- Stereotyping
- Power (Any 4 × 1) (4)

5.3
- Not offending them
- Building trust
- Improving teamwork
- Teaching others about your own culture
- Avoiding unnecessary misunderstandings
- Understanding their behaviour
- Understanding their language

NOTE:
- A vague response gets ONE mark. An insightful response gets TWO.
- Candidates must describe implicit advantages of successful multicultural communication. The textbooks, and syllabus, do not state explicit advantages. (2)

5.4
5.4.1 C
5.4.2 A
5.4.3 B

(3 × 1) (3)

5.5
5.5.1 Unethical
5.5.2 Poor multicultural communication
5.5.3 Unethical
5.5.4 Unethical

(4 × 2) (8)
[20]

TOTAL SECTION E: 20
GRAND TOTAL: 100

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