higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N180**(E)**(J12)H

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second Paper)

(5140395)

12 June 2019 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual and/or explanatory) may be used.

NO electronic dictionaries may be used.

This question paper consists of 8 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

1.1 Read the scenario below and answer the questions.

GOLDEN FEATHER GUESTHOUSE

Willem Masinge is the receptionist at Golden Feather Guesthouse. The new manager is Thandi Nakale. Thandi trusts Willem to manage all reservations and liaise with guests, while she works from her office managing the finances, supervising the support staff and ordering supplies. She noticed that the housekeeping staff have been arriving late and leaving early, but she does not confront them, because the guesthouse has not been busy lately.

Willem has lived in the area his whole life, whereas Thandi moved to the area two years ago. Willem overheard the housekeeping staff complaining about their wages being too low. He is not sure how to approach Thandi about their concerns, because she seldom leaves her office and is rarely seen around the guesthouse.

1.1.1 Name Thandi Nakale's leadership style. (2)

1.1.2 Substantiate the answer to QUESTION 1.1.1 by quoting from the given scenario. (3)

1.1.3 List THREE characteristics of Thandi's leadership style. (3)

1.2 Give an example of informal communication from the given scenario. (2)

1.3 Give FOUR advantages and FOUR disadvantages of informal communication. (4 + 4) (8)

1.4 Define *corporate culture.* (3)

1.5 State FOUR aspects that always influence the corporate culture of an organisation. (4)

1.6 State the work ethic that is NOT being followed in each of the following scenarios. Write only the work ethic next to the question number (1.6.1–1.6.5) in the ANSWER BOOK.

1.6.1 An employee regularly takes too long to return from his lunch hour.

1.6.2 A secretary is found to have leaked privileged information known only to management.

1.6.3 A supervisor insists on smoking in a subordinate's workstation situated outside.

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1.6.4 A customer-service manager greets customers with 'Hey, howzit?'

1.6.5 A receptionist wears denims and T-shirts to work.

(5 × 1) (5)
[30]

TOTAL SECTION A: 30

SECTION B: FORMULATING AIMS AND OBJECTIVES

QUESTION 2

2.1 Below is a depiction of a typical morning in the life of Willem Masinge, the receptionist at Golden Feather Guesthouse. Mr Msinge's treatment of guests reflects on the image of the guesthouse.

07:30	• Checks the visitors' book for new reviews or comments from new guests • Gets stuck paging through the book for positive reviews and wonders why the new reviews are negative
08:05	• Receives a couple which arrived too early and tells them to return in two hours • Takes their contact details to call them once their room is ready • Names them 'Couple X'
08:20	• Tells the cleaning staff to clean Couple X's room immediately and to resume their cleaning schedule afterwards
08:27	• Takes a phone call from a caller asking to speak to the manager • Annoyed and tells the caller that the manager is not available • Forgets to take a message, name or number
08:30	• Checks e-mails for possible new reservations • Ignores an e-mail from a difficult but frequent guest • Quickly checks Facebook
09:10	• Cancels a family's double-room reservation because he forgot that they phoned and cancelled yesterday afternoon • Makes a note to alert Thandi to return their deposit
09:20	• Goes up to Couple X's room to see if the cleaning staff finished cleaning • Finds the room door locked and looks for the cleaning-staff supervisor • Forgot that the supervisor said she would arrive late today • Assumes that the staff have finished cleaning the room for Couple X
09:35	• Phones Couple X with the good news that their room is ready • Forgets to double-check their surname

09:40	• Checks reservations for the surname of Couple X – they are Mr and Mrs Bergmann
09:55	• Phones the cleaning supervisor asking where to search for the room keys
10:05	• Receives Couple X, Mr and Mrs Bergmann and escorts them to their room • Finds that the bed is without bedding • Looks frantically for any cleaning-staff member

2.1.1 Identify and quote THREE time wasters in Mr Masinge's morning activities. (3)

2.1.2 Embarrassing mistakes could have been avoided if Mr Masinge had written important tasks into his daily planner beforehand.

Revise Mr Masinge's activity record and explain THREE essential tasks that he should have written in his daily planner for the morning. (3 × 2) (6)

2.2 Mr Masinge should have prioritised tasks for the morning.

Choose a priority from COLUMN B that matches a task in COLUMN A. Write only the letter (A–C) next to the question number (2.2.1–2.2.3) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.2.1	Cancel a family's double-room reservation	A	important but not urgent
2.2.2	Check the visitors' book for new reviews or comments from new guests	B	important and urgent
2.2.3	Check e-mails for possible new reservations	C	neither important nor urgent

(3 × 1) (3)

2.3 List THREE guidelines for better time utilisation. (3)

[15]

TOTAL SECTION B: 15

SECTION C: MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

3.1 Define *mass-media communication.* (3)

3.2 State the function of mass media as indicated by each of the scenarios below. Write only the function next to the question number (3.2.1–3.2.4) in the ANSWER BOOK.

3.2.1 End of season sale. At least 30% off. While stocks last.

3.2.2 Zuma agrees to pay back the money.

3.2.3 Freedom Park hosts Heritage Day celebrations.

3.2.4 'Floods will persist,' warns weatherman.

(4 × 1) (4)

3.3 Explain why Shoprite™ still needs to be advertised in the mass media. (2)

3.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.4.1–3.4.5) in the ANSWER BOOK.

3.4.1 All communication via mass media is manipulative.

3.4.2 Manipulative reporting is any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor.

3.4.3 When targeting consumers' desires, advertisers can refer to Maslow's hierarchy of human needs.

3.4.4 Feedback is delayed and indirect and therefore not important.

3.4.5 Generic SMSs from a college to the students are part of mass-media communication.

(5 × 1) (5)

3.5 Explain the THREE elements of propaganda. (3 × 2) (6)

[20]

TOTAL SECTION C: 20

SECTION D: PRESENTATION COMMUNICATION

QUESTION 4

4.1 Ms Nakale agreed to speak at an NGO function. She is nervous about addressing a large audience.

Give THREE tips to help her cope with nervous tension. (3)

4.2 Explain why speakers' nonverbal behaviour is important to the success or failure of their speech. (2)

4.3 Explain how Ms Nakale should use eye contact while she speaks to the audience. (2)

4.4 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (4.4.1–4.4.3) in the ANSWER BOOK.

4.4.1 Nervous tension is caused by a lack of self-confidence.

4.4.2 Deportment refers to the content of a presenter's speech.

4.4.3 A microphone is a visual aid.

(3 × 1) (3)

4.5 Five aspects influence the design of effective visual aids.

Choose an aspect from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (4.5.1–4.5.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.5.1	Ensuring that the visual material is clearly visible to every member of the audience	A	balance
4.5.2	Avoiding cluttering visual aids with too much detail	B	unity
4.5.3	Using the same font throughout to indicate uniformity and professionalism	C	simplicity
4.5.4	Ensuring that the visual aids are not out of proportion or skew	D	emphasis
4.5.5	Using colour to emphasise keywords	E	size

(5 × 1) (5)

[15]

TOTAL SECTION D: 15

SECTION E: MULTICULTURAL COMMUNICATION

QUESTION 5

5.1 Define *culture*. (3)

5.2 State FOUR factors that could give rise to unsuccessful multicultural communication. (4)

5.3 Explain why it is important to learn more about colleagues' cultures. (2)

5.4 Individual and group behaviour can either benefit or harm multicultural communication.

Choose a good behaviour from COLUMN B that matches an opposing bad behaviour in COLUMN A. Write only the letter (A–C) next to the question number (5.4.1–5.4.3) in the ANSWER BOOK.

COLUMN A		COLUMN B	
5.4.1	Intolerance	A	resist judging others
5.4.2	Criticise and judge others	B	be willing to listen
5.4.3	Dominate most conversations	C	practise empathy and tolerance

(3 × 1) (3)

5.5 Below is a description of what Mr Masinge did after seeing that Mr and Mrs Bergmann's room was not ready the second time.

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 (5.5.1–5.5.4) in the ANSWER BOOK.

poor multicultural communication; unethical; successful multicultural communication

5.5.1 Commenting that the cleaning staff only work when they are being watched

5.5.2 Avoiding eye contact with Mr and Mrs Bergmann while apologising for the delay in their room preparation

5.5.3 Blaming the cleaning supervisor for not doing her job

5.5.4 Reprimanding the cleaning staff in their own language

(4 × 2) (8)

[20]

TOTAL SECTION E: 20
GRAND TOTAL: 100

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