higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

COMMUNICATION N5
(Second Paper)

1 DECEMBER 2016

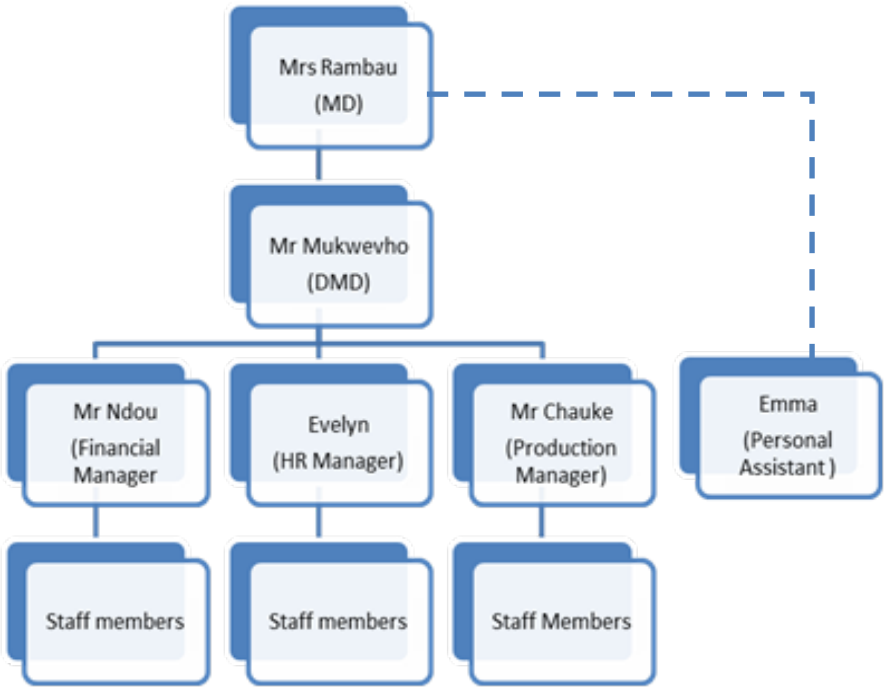
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SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

1.1



(10)

1.2 Autocratic or Authoritarian leadership style. (1)

1.3
- He does not consult his workers.
- He is the one who makes decisions.
- He instructs his workers. (Any 2 × 2) (4)

1.4
- Vertical communication channel.
- Horizontal communication channel.
- Diagonal communication channel. (3)

1.5 *Informal communication* refers to information which is conveyed by routes or channels other than those indicated on the formal organisational chart. (2)

1.6
- It is quicker than formal communication
- It can warn management of problems at grassroots level in advance before formal complaints are submitted.
- It gives management opportunity to investigate a suspected problem and have an answer ready upon receipt of the official complaint.
- It offers the opportunity to boost staff morale, thus ensuring increased productivity. (4 × 2) (8)

1.7 *Work ethics* refers to behaviour which is acceptable in the pursuit of the organisation's aims and objectives. (2)

TOTAL SECTION A: 30

SECTION B: FORMULATION OF AIMS AND OBJECTIVES

QUESTION 2

2.1 *Delegation* refers to the technique of assigning tasks to subordinates who are capable of performing them equally well. (2)

2.2 Mr Mukwevho. (1)

2.3 Tasks should be delegated to a competent and reliable subordinate. As Mr Mukwevho is her deputy, he is the only person in the company that she can rely on if she has to delegate tasks. (2)

2.4
2.4.1 F
2.4.2 G
2.4.3 B
2.4.4 A
2.4.5 H
2.4.6 E
2.4.7 I
2.4.8 J
2.4.9 D
2.4.10 C

(10 × 1) (10)

TOTAL SECTION B: 15

SECTION C: MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

3.1 *Advertising* refers to any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. (2)

3.2
- Knowledge of the AIDA formula.
- Knowledge of the target audience.
- Knowledge of the product.
- A clear understanding of the purpose of advertisement.
- Feedback from the consumer.
- An understanding of the consumer's psychological needs.

(Any 3 × 1) (3)

3.3 3.3.1 To inform/ Informative function.

3.3.2 To advertise.

3.3.3 To be the "moral watchdog" of society.

3.3.4 To provide service.

3.3.5 To interpret/Editorial function.

(5 × 1) (5)

3.4 The mass media considers factors like intellectual level, age group, communication skills, interest level as well as professional status of the target market in determining the language to be used. For example, Financial mail uses business terms and concepts because it targets business people. (3)

3.5
- Selective reporting.
- "Loading" reports emotionally.
- Reporting out of context.
- Using biased visual material.
- Giving incorrect statistical information. (Any 2 × 2) (4)

3.6 *Propaganda* is the deliberate attempt by a person or group of people by various means to manipulate the minds of others for their own objectives. (2)

3.7 Pathos. (1)

TOTAL SECTION C: 20

SECTION D: PRESENTATION COMMUNICATION

QUESTION 4

4.1
- The aim of the speech should be determined.
- The audience should be analysed.
- The occasion should be considered.
- The physical surrounding should be established. (4 × 1) (4)

4.2 4.2.1
- She should dress professionally.
- She should dress conservatively rather than dramatically.
- Her appearance should match the occasion.
- She should avoid excessive jewelleries, jewellery must complement/match the outfit.
- She should also avoid any clothes that are going to make her uncomfortable. (Any 2 × 1)

4.2.2
- She must catch the eyes of several individuals in the audience.
- Maintaining eye contact with the audience will make her appear in control.
- She should avoid looking outside, or over the heads of the audience (Any 2 × 1)

(2 × 2) (4)

4.3
- Black/white/chalk board.
- Flip chart.
- Overheard projector.
- Slides. (Any 3 × 1) (3)

4.3
- She must test the system to ensure that it is in proper working order.
- She must adjust the microphone to the correct height.
- She should not stand too close to or too far from the microphone.
- She should handle a hand microphone elegantly at the correct distance from the mouth.
- If she will be using a collar or lapel microphone, she should wear a soft dress so as to avoid any unwanted sound as those microphones are sensitive.
- She should avoid blowing air into the microphone when testing it.

(Any 4 × 1) (4)

TOTAL SECTION D: 15

SECTION E: MULTICULTURAL COMMUNICATION

QUESTION 5

5.1
5.1.1 C
5.1.2 D
5.1.3 E
5.1.4 A
5.1.5 B

(5 × 1) (5)

5.2 Rituals refer to all those customs and habits that are often repeated in the organisation. (2)

5.3
- Welcoming parties.
- Farewell parties.
- Year-end functions. (Any 3 × 1) (3)

5.4
- They should continuously reassess policies and procedures in the company.
- Management should focus on the similarities among members of the organisation than on their differences.
- Management should train people from different cultures before they bring them together.
- Management should give employees from different cultural groups assignment requiring cooperation, and employees interaction should be monitored continuously.
- Management should ensure that the corporate culture serves the interests of all in the organisation.
- Management should encourage flexibility and empathy among all employees. (Any 5 × 2) (10)

TOTAL SECTION E: 20
GRAND TOTAL: 100

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