higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second Paper)

2 December 2019

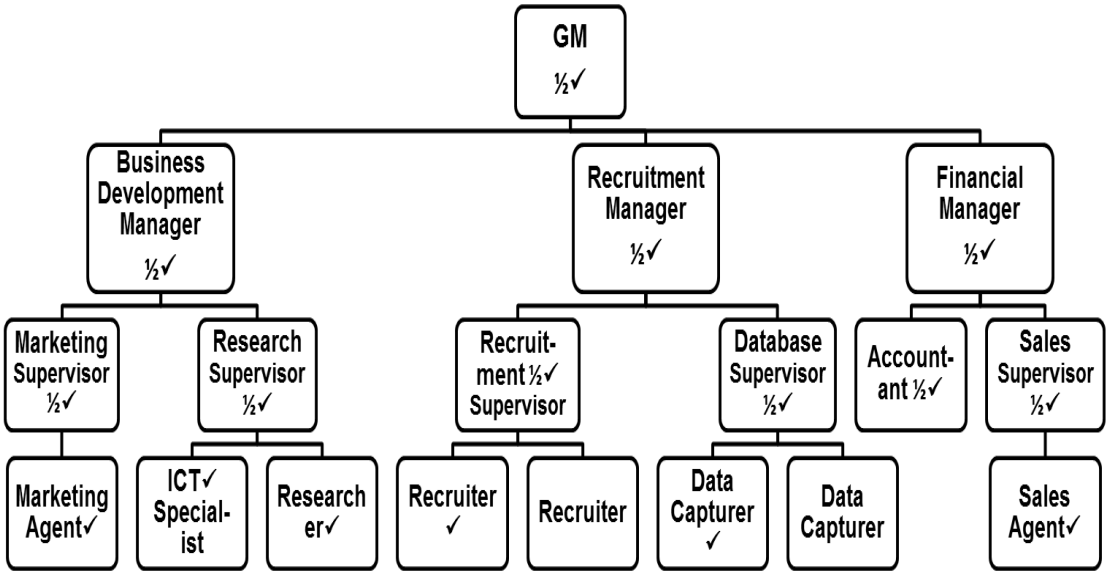
This marking guideline consists of 6 pages.

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SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

1.1



½ each for FOUR managers, i.e. GM + Business development + Recruitment + Financial (2)
½ each for FIVE supervisors, i.e. Marketing + Research + Recruitment + Database + Sales (2 ½)
½ for ONE accountant, i.e. under Financial manager (½)
1 each for SIX different subordinates under supervisors (6)
1 for legibility/neatness (1)

NOTE:

- *For this question, award marks where possible.*
- *Round upwards, e.g. 5 ½ to 6*

1.2 1.2.1 Horizontal
1.2.2 Vertical
1.2.3 Diagonal

(3 × 1) (3)

1.3 Divulging (passing on) information and issuing instructions✓ about work✓ to be done.

OR

Briefing takes place when people are informed officially✓ and in detail about a job✓ that has to be done. (2)

1.4

- … business development manager✓ works to bring in new clients✓

OR

- … recruitment manager✓ works to bring in new candidates✓ (2)
- '…' quotation marks✓ (1)

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1.5 1.5.1 False
1.5.2 True

(2 × 1) (2)

1.6

TWO EACH	INTERNAL COMMUNICATION	EXTERNAL COMMUNICATION
Aims/ functions	• Ambiguity-management • Command • Relational (Any TWO)	• Marketing • Public relations
Media/ examples	• Face-to-face • Memos • Reports • Meetings • E-mails • WhatsApp/SMS • Telephone call • Body language • Nonverbal • Notice on a notice board • Gestures • Appearance • Attitude (Any TWO)	• Face-to-face • Radio • TV • Telephone call • SMS • Interviews • Emails • Newspaper • Pamphlets • YouTube • Facebook/Twitter • Appearance • Attitude (Any TWO)

(4 × 2) (8)
[30]

TOTAL SECTION A: 30

SECTION B: FORMULATING AIMS AND OBJECTIVES

QUESTION 2

2.1 Long-term (or general) intention✓ that is not specific✓ and does not have a time frame✓ (3)

2.2 2.2.1 Aim
2.2.2 Objective
2.2.3 Objective
2.2.4 Aim
2.2.5 Objective

(5 × 1) (5)

2.3
- Objectives provide clarity✓ and help you focus✓ your efforts.
- Objectives keep you motivated✓ because you can achieve✓ them and move on to the next objectives.
- Objectives keep you organised✓ and an productive/efficient✓ worker.

(**NOTE:** For TWO marks, student must indicate that being efficient and successful requires being goal-orientated, due to TWO of the following: clarity, motivation, focus and organisation.) (2)

2.4
- Specific
- Measurable
- Attainable/achievable
- Relevant
- Traceable/time-bound (5 × 1) (5)

[15]

TOTAL SECTION B: 15

SECTION C: MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

3.1
3.1.1 Objective language
3.1.2 Subjective language
3.1.3 Subjective language
3.1.4 Objective language
3.1.5 Subjective language

(5 × 1) (5)

3.2
3.2.1 Self-esteem
3.2.2 Physiological/physical
3.2.3 Security
3.2.4 Self-actualisation
3.2.5 Affiliation

(5 × 1) (5)

3.3
- Inform✓ potential consumers about new✓products and services.
- Remind✓ existing consumers of the advantages and availability✓ of products and services.
- Persuade✓ (convince) potential and existing consumers that a certain product or service is better than others.✓ (3 × 2) (6)

3.4
3.4.1 Assertion
3.4.2 Stereotyping
3.4.3 Selection of facts
3.4.4 Lying

(4 × 1) (4)

[20]

TOTAL SECTION C: 20

SECTION D: PRESENTATION COMMUNICATION

QUESTION 4

4.1
4.1.1 D
4.1.2 E
4.1.3 A
4.1.4 C
4.1.5 B

(5 × 1) (5)

4.2
4.2.1 interest/amuse
4.2.2 impress/stimulate
4.2.3 motivate
4.2.4 inform/teach

(4 × 1) (4)

4.3
- Aim
- Audience
- Occasion
- Physical surroundings (4 × 1) (4)

4.4
- A person needs to learn and practise how to address✓ large groups of people.
- A person may have to make a speech or presentation at work✓ at some stage.
- Clients (and money) can be lost✓ as a result of bad presentations.
- Clients and money can be gained✓ as a result of good presentations.
- Confidence✓ is lost when a person's speech is not successful.
- Confidence ✓ is boosted when a person's speech is successful.

(**NOTE:**
For TWO marks, student can indicate that:
- Successful presentation communication is vital to keeping clients' attention and colleagues' attention.
- Keeping clients' and colleagues' attention is beneficial to business.
- Addressing a large group of people is practically unavoidable.) (Any 2 × 1) (2)

[15]

TOTAL SECTION D: 15

SECTION E: MULTICULTURAL COMMUNICATION

QUESTION 5

5.1 People within a culture may share the same interests and beliefs✓ that differ from the larger culture group and in this way a culture exists within a culture.✓ (2)

5.2
- Soccer players
- Rugby players
- Students
- Teachers
- Spaza shop owners
- Cashiers
- Taxi divers
- Nurses (**NOTE:** Any paid work) (Any 2 × 1) (2)

5.3
- Symbols
- Beliefs
- Values
- Attitudes
- Norms of behaviour
- Expectations
- Perceptions (Any 5 × 1) (5)

5.4
5.4.1 Values
5.4.2 Attitude
5.4.3 Beliefs
5.4.4 Norms of behaviour
5.4.5 Symbols
(5 × 1) (5)

5.5
5.5.1 False
5.5.2 False
5.5.3 True
5.5.4 False
5.5.5 True
5.5.6 True
(6 × 1) (6)
[20]

TOTAL SECTION E: 20
GRAND TOTAL: 100

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