higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE

# COMMUNICATION N5

(Second Paper)

(5140395)

**2 December 2019 (X-paper)**
**09:00–11:00**

**CLOSED-BOOK EXAMINATION**

**TWO dictionaries 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

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**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. Start each section on a new page.
5. Clearly cross out work that you do not want to be marked.
6. Write neatly and legibly.

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## SECTION A: ORGANISATIONAL COMMUNICATION

### QUESTION 1

Read the following scenario and answer the questions.

**PEOPLE'S PURPOSE PERSONNEL AGENCY**

This personnel agency is divided into three departments: business development, recruitment and finance. Below the general manager is the business development manager, who coordinates marketing and research. Her subordinates are the marketing supervisor, who supervises a marketing agent, and the research supervisor, who supervises a researcher and the ICT specialist.

While the business development manager works to bring in new clients, the recruitment manager works to bring in new candidates. The recruitment manager therefore coordinates two recruiters, with the help of the recruitment supervisor, and two data capturers, with the help of the database supervisor. The financial manager manages one accountant and a sales supervisor, who supervises one sales agent.

1.1 Draw the organogram of this personnel agency. (12)

1.2 Indicate whether each of the following scenarios is a VERTICAL, DIAGONAL or HORIZONTAL formal communication channel. Write only 'Vertical', 'Diagonal' or 'Horizontal' next to the question number (1.2.1–1.2.3) in the ANSWER BOOK.

1.2.1 The five supervisors meet before the monthly management meeting.

1.2.2 The recruitment manager briefs the recruitment supervisor and the database supervisor about their system upgrade.

1.2.3 The marketing supervisor asks the researcher for information on the newest private vocational college in town.

(3 × 1) (3)

1.3 Define *briefing*. (2)

1.4 Quote an example of external communication from the scenario, People's Purpose Personnel Agency. (3)

1.5 Indicate whether the following statements are TRUE or FALSE. Write only 'True' or 'False' next to the question number (1.5.1–1.5.2) in the ANSWER BOOK.

1.5.1 The input of an external specialist is required in a disciplinary interview.

1.5.2 The aim of organisational communication is to reach the goals of the organisation.

(2 × 1) (2)

1.6 Copy the following table in the ANSWER BOOK and tabulate the differences between *internal communication* and *external communication*.

| TWO EACH | INTERNAL COMMUNICATION | EXTERNAL COMMUNICATION |
|---|---|---|
| *Aims/ functions* | (2) | (2) |
| *Media/ examples* | (2) | (2) |

(4 × 2) (8)
**[30]**

**TOTAL SECTION A: 30**

## SECTION B: FORMULATING AIMS AND OBJECTIVES

### QUESTION 2

2.1 Define *aim*. (3)

2.2 Indicate whether each of the following is an AIM or an OBJECTIVE. Choose the answer and write only 'Aim' or 'Objective' next to the question number (2.2.1–2.2.5) in the ANSWER BOOK.

2.2.1 I want to build a house for my mother.

2.2.2 Next week I will take my CV to eight different businesses.

2.2.3 I must save enough money to buy a one-month bus ticket when the college reopens.

2.2.4 I want to send my children to better schools than what I attended.

2.2.5 I must complete this task before lunch time.

(5 × 1) (5)

2.3 Explain why it is important to set objectives in order to achieve certain goals. (2)

2.4 State the SMART criteria that are used to evaluate feasible objectives. (5 × 1) (5)
**[15]**

**TOTAL SECTION B: 15**

## SECTION C: MEDIA COMMUNICATION AND ADVERTISING

## QUESTION 3

3.1 Not all articles in the mass media use subjective language. Some use objective language. Below are FIVE headings from the June 2011 *Drum* magazine.

Indicate whether each of the scenarios uses SUBJECTIVE LANGUAGE or OBJECTIVE LANGUAGE. Choose the answer and write only 'Subjective language' or 'Objective language' next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

3.1.1 Advice: Financing and insuring your car

3.1.2 Mandoza and Mpho put the rumours to rest

3.1.3 How safe are our hospitals?

3.1.4 Back-to-school basics

3.1.5 Our final farewell to the mother of the nation

(5 × 1) (5)

3.2 Advertisers appeal to consumers' desire to satisfy various physical and psychological needs.

Choose a need for each of the following scenarios from the list below. Write only the answer next to the question number (3.2.1–3.2.5) in the ANSWER BOOK.

| physiological; security; affiliation; esteem and self-esteem; self-actualisation |
|---|

3.2.1 Participating in a weight-loss programme

3.2.2 Buying a formula to feed a baby

3.2.3 Contributing to the 'stokvel'

3.2.4 Tutoring your peers on Saturdays

3.2.5 Celebrating your birthday at a Wimpy with your family

(5 × 1) (5)

3.3 Describe THREE purposes of advertising. (3 × 2) (6)

3.4 Give a term for each of the following propaganda techniques. Write only the answer next to the question number (3.4.1–3.4.4) in the ANSWER BOOK.

3.4.1 Bold and emotional statements are made but cannot be proved.

3.4.2 Label people as representatives of groups rather than recognise them as individuals.

3.4.3 Make a situation look very bad (or very good) by using selected (not all) facts.

3.4.4 Half-truths and lies are cleverly mixed to mislead readers.

(4 × 1) (4)
**[20]**

**TOTAL SECTION C: 20**

## SECTION D: PRESENTATION COMMUNICATION

### QUESTION 4

4.1 Below are useful tips about non-verbal behaviour that determine the success of a speech. Choose an aspect of non-verbal communication from COLUMN B that matches the tip in COLUMN A. Write only the letter (A–E) next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 4.1.1 | To establish a friendly working relationship with the audience, the speaker should appear confident and use lively facial expressions | A | deportment and position at desk |
| 4.1.2 | A speaker's voice reflects his/her emotions and should always be well-controlled and unhurried | B | eye contact |
| 4.1.3 | A speaker should keep an upright but relaxed posture to indicate that he/she is open to the audience and is confident about his/her topic | C | gestures |
| 4.1.4 | The speaker should move his/her arms and hands in a natural way, not in a nervous or distracting way | D | rapport with audience |
| 4.1.5 | As an important form of feedback on the audience's attention, the speaker should look at the audience | E | voice and voice control |

(5 × 1) (5)

4.2 At a farewell function for Mr Moloto, a retiring colleague each speaker has a different purpose with his/her speech.

Complete the following sentences by writing the purpose next to the question number (4.2.1–4.2.4) in the ANSWER BOOK.

4.2.1 When a supervisor jokes about the memorable moments he shared with the retiree, the purpose of the speech is to …

4.2.2 When the head of the department lists Mr Moloto's achievements before introducing him, the purpose of the speech is to …

4.2.3 When Mr Moloto tries to encourage the young people to save money for their own retirement, the purpose of the speech is to …

4.2.4 When the CEO announces who will be stepping into Mr Moloto's position, the purpose of the speech is to …

(4 × 1) (4)

4.3 Name FOUR factors to consider when preparing a speech. (4 × 1) (4)

4.4 Most people are afraid to make speeches.

Explain why it is important to master public speaking. (2)

**[15]**

**TOTAL SECTION D: 15**

## SECTION E: MULTICULTURAL COMMUNICATION

## QUESTION 5

5.1 Define *subculture*. (2)

5.2 Give TWO examples of the *profession* subculture. (2 × 1) (2)

5.3 Name FIVE elements of a culture. (5 × 1) (5)

5.4 All cultures are built on basic elements or aspects.

Complete the following sentences by writing only the answer next to the question number (5.4.1–5.4.5) in the ANSWER BOOK.

5.4.1 … determine what a cultural group considers to be good or bad, important or unimportant, acceptable or unacceptable.

5.4.2 A/An … is a learned feeling/outlook that influences the ways in which we respond to people and situations.

5.4.3 What a cultural group considers to be true is based on shared …

5.4.4 … are guidelines for correct conduct or behaviour according to a culture.

5.4.5 … are signs that represent specific ideas or things that have specific meaning to members of that specific cultural group, e.g. images, colours, objects.

(5 × 1) (5)

5.5 Indicate whether the following statements are TRUE or FALSE. Write only 'True' or 'False' next to the question number (5.5.1–5.5.6) in the ANSWER BOOK.

5.5.1 *Corporate culture* is a system of values, traditions, customs and beliefs shared by members of a group of people.

5.5.2 *Proximity* is a main subculture.

5.5.3 One way to minimise communication barriers in the workplace is to avoid using slang.

5.5.4 When colleagues do not work towards the same goals, they have conflicting goals of communication.

5.5.5 *Enthnocentrism* is the perception that the culture to which you belong is superior to any other.

5.5.6 Not all cultures have the same concept of time.

(6 x 1) (6)

**[20]**

**TOTAL SECTION E: 20**
**GRAND TOTAL: 100**

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