higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MANAGEMENT COMMUNICATION N4
(Second Paper)

17 NOVEMBER 2016

This marking guideline consists of 6 pages.

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QUESTION 1: BASIC COMMUNICATION PRINCIPLES

1.1
1.1.1 J
1.1.2 C
1.1.3 D
1.1.4 I
1.1.5 E
1.1.6 H
1.1.7 B
1.1.8 A
1.1.9 G
1.1.10 F

(10 × 1) (10)

1.2 1.2.1 Mass Communication is the transmission of information by a sender via the mass media to a wide audience, the public. Each and every receiver will interpret the message in his/her own way and may or may not choose to give feedback.

1.2.2 Interpersonal communication is two-way communication, either verbal or non-verbal, between people. It may be between two individual people, between people within a small group or between two small groups.

(2 × 2) (4)

1.3 1.3.1 PERSONALITY

Personality can influence communication like you may be dealing with a number of colleagues during the day, or you may be dealing with a variety of clients. In whatever the situation, you need to know as much about the person as possible. Establish is the person is shy, outgoing, calm, confident or the opposite of all these. You need to try to relate to the person's personality and interests and never try outsmarting and making the person feel small.

1.3.2 Frame of reference refers to the circumstances in which the individual makes decisions and forms opinion. When a person voices and opinion, he/she will have formed that opinion based on personal circumstances, experiences and values.

Take into consideration possible cultural differences and show respect for values and ideas at all times.

(2 × 3) (6)
[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 2.2.1 Employers can hold social functions, encourage team work, distribute and internal staff magazine or newsletter, hold regular departmental/office meetings and encourage canteen lunches and other informal social gatherings.

2.2.2 In the workplace it is important to give recognition to the achievements of their employees by congratulating them, by awards, a letter of praise, promotion etc.

2.2.3 In the workplace management can help their employees to achieve in this field by holding training sessions and developmental courses, as well as by delegating responsibility and so allowing people to grow.

(3 × 2) (6)

2.2 WAYS TO OVERCOME BARRIERS TO EFFECTIVE COMMUNICATION.

- Use plain, simple English in all messages.
- Don't use emotive langue, i.e. words whose meaning could be misunderstood.
- Use face to face communication whenever possible.
- Make sure that your message is understood either by repeating it in writing or getting the receiver to repeat the message to you.
- Be sensitive to the other person's background.
- Be open-minded and open to suggestion.
- Be a good listener
- Get rid of your defensive attitudes
- Establish a relationship of trust between the receiver and yourself.
- Repeat your message orally and in writing to make sure it has been understood correctly. (Any 5 × 1) (5)

2.3 2.3.1 Gatekeeping is the name given to describe the deliberate creation of communication barriers because of fear of known or unknown consequences.

2.3.2 Semantic barriers is the barriers that when the meaning of words used to communicate are misunderstood or when different meanings are attached to a specific word or expression.

(2 × 3) (6)

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2.4 EXAMPLES OF PHYSICAL BARRIERS.

- A crackling noise on the telephone that make it difficult to hear.
- Being cut off prematurely during a phone call.
- Poor reception on a TV screen
- Traffic noise caused by cars, helicopters, trains or aeroplanes during an important meeting.
- The condition of the environment where the communication takes place could be uncomfortable – too hot or too crowded, the furniture could be uncomfortable.
- Either the sender or receiver not being sure how to operate the medium used e.g. they want to send an e-mail but do not have the skill to do so.

(Any 3 × 1) (3)
[20]

QUESTION 3: INTERVIEWING

3.1 INFORMATIONAL INTERVIEW: The main aim of this interview is to obtain information, provide information, and gain information or to exchange information. An example is a job interview. (3)

PERSUASIVE INTERVIEW: The main aim of this interview is to influence/persuade someone to change his/her opinion or behaviour. An example is disciplinary interview. (3)

3.2 HINTS FOR THE APPLICANT BEFORE THE INTERVIEW

- Gather information about the organization, e.g. what product/services it offer, how big the organization is, how long has it been in operation etc.
- Pay attention to your appearance, dress and posture.
- Prepare thoroughly for the interview by determining where the interview is going to be held, when and if possible who is going to conduct the interview.
- Attempt to gain as much information as possible regarding the firm.
- Know much about the job you have applied for.
- Remember that you may be required to prove your skills regarding, for example, word processing.
- Be prepared to answer typical interview questions e.g. on your background, the salary you require, the reason why you want to give your current job etc.
- Be prepared to answer strange and even stressful questions. (Any 5 × 1) (5)

3.3 3.3.1 Open-ended question
3.3.2 Hypothetical question
3.3.3 Specific question
3.3.4 Leading question
3.3.5 Leading question

(5 × 1) (5)

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3.4 CREATING A POSITIVE CLIMATE DURING THE INTERVIEW.

- Establish rapport with the applicant. Put him or her at ease with a few comments about the journey, the weather etc.
- Explain how the interview will be conducted – is there a test?
- Ask well prepared questions that are short, clear and to the point.
- Allow the applicant to talk freely and to ask questions.
- It is important for you to listen carefully and take notes.
- Avoid making quick judgments, especially in an intercultural situation.
- Give clear information on what the next steps are.
- Make sure the receptionist expects the applicant and knows his/her name.
- Use a warm tone of voice for your opening remarks.
- Use simple clear language and words which the applicant should know.

(Any 4 × 1) (4)

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1

TOPIC	INTERPERSONAL COMMUNICATION	MASS COMMUNICATION
Number of people	Isolated individuals	Large numbers of people/Groups of people.
Nature of medium/channel	Either direct (face to face) or indirect.	Complex technology which requires expert knowledge
Nature of feedback	Immediate	Impossible or delayed
Relationship between sender and receive	May know each other	Sender and receiver do not know each other.

(4 × 2) (8)

4.2 TECHNIQUES USED IN MANIPULATIVE REPORTING

- Using emotive language (subjective style) deliberately.
- Using vague language such as 'It is believed …', 'Unconfirmed reports'', 'Unidentified sources'
- Reporting selectively by giving only part of the information.
- Quoting passages out of context.
- Confusing or incorrect statistics.
- Photographs giving a certain slant to a picture message. (Any 5 × 1) (5)

4.3 Propaganda is a deliberate attempt by an individual or a group to influence people's minds by any means available, for their own gain whist manipulative reporting is selective reporting or biased reporting. (6)

4.4
- It can be a question
- An interesting photograph/picture
- A command
- An interesting/shocking statement
- A promise
- An interesting presentation style or colour or music. (ANY ONE) (1)

[20]

QUESTION 5: MEETINGS

5.1
5.1.1 False
5.1.2 True
5.1.3 True
5.1.4 True
5.1.5 False

(5 × 1) (5)

5.2
- It is properly convened i.e. the notice is sent out to the members within the time limit according to the constitution.
- The chairperson or vice-chairperson is present to conduct the meeting.
- There is a quorum, i.e. the minimum number of people present according to the constitution.
- The meeting is held in accordance with the constitution. (4)

5.3 ASPECTS ADDRESSED BY THE CONSTITUTION

- ✓ The of the organization.
- ✓ The starting date, i.e. when the constitution was completed and came into operation.
- ✓ The aims and objectives of the organization and a mission statement if they have one.
- ✓ The requirements for someone to become a member.
- ✓ All aspects of the executive: who it is made up of, their duties and priviledges, method of electing office bearers, the length of service etc.
- ✓ Meetings: notification of a meeting, the number required for a quorum, proxy procedure, voting, agendas, minute style, amendments to the constitution etc.
- ✓ Finances: date for the end of the financial year, auditors, membership fees, bankers and opening of accounts, signatories, etc.
- ✓ How and why members may be suspended.
- ✓ How new members may be co-opted.
- ✓ Dissolution – the closing down and disbanding of the organization.

(Any 5 × 1) (5)

5.4 QUALITIES OF A GOOD SECRETARY

- ➢ Be a well-organised, disciplined person.
- ➢ Have a pleasant personality.
- ➢ Be essentially hard –working
- ➢ Having good language skills is an advantage.
- ➢ Having an in-depth knowledge of the rules, articles of association, by-laws or standing orders that control the proceedings. (5)

5.5 Verbatim (1)

[20]

TOTAL: 100

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