higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

MANAGMENT COMMUNICATION N4
(Second Paper)

(5140346)

17 November 2016 (X-Paper)
09:00–12:00

This question paper consists of 6 pages.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT COMMUNICATION N4
(Second Paper)
TIME: 3 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Read ALL the instructions and questions carefully. **Answers will not be marked where instructions to questions were not followed!**
2. Read ALL the questions carefully.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Rule off on completion of each question.
5. Start each question and written work, such as letters, on a NEW page.
6. Write neatly and legibly.

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QUESTION 1: COMMUNICATION PRINCIPLES

1.1 Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Factors that can influence the effectiveness of communication and can occur at stage of the communication process	A	feedback
1.1.2	The study of the amount of space or distance we maintain between others and ourselves while communicating	B	kinesics
1.1.3	It involves reading messages from certain sounds or signals other than language	C	proxemics
1.1.4	It is used to show general sociability (feeling) rather than contributing to the content or meaning in the conversation	D	acoustic semiology
1.1.5	It is the key to understanding first what is being said, and then reacting to it	E	appreciative listening
1.1.6	The amount of emotion shown in the voice	F	intrapersonal communication
1.1.7	Face to face communication that does not depend on words	G	extrapersonal communication
1.1.8	The receiver's response to the message	H	intensity
1.1.9	Communication between a person and an animal, an object or a plant	I	phatic communication
1.1.10	Self communication	J	interference

(10 × 1) (10)

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1.2 Define the following two concepts:

1.2.1 Mass communication

1.2.2 Interpersonal communication

(2 × 2) (4)

1.3 Various factors influence communication either positively or negatively. During the course of the day one has to deal with a number of different communication situations. Each one will need a different approach.

Explain how the factors can influence communication between the prospective client and a manager.

1.3.1 Personality

1.3.2 Frame of reference

(2 × 3) (6)
[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 A.H. Maslow developed a theory according to which he proposed FIVE levels of needs which every employee seeks to satisfy.

Briefly explain how the employer can satisfy the following needs:

2.1.1 Social needs

2.1.2 Esteem needs

2.1.3 Self actualisation needs

(3 × 2) (6)

2.2 Provide FIVE ways to overcome barriers to effective communication. (4)

2.3 Define the following TWO concepts:

2.3.1 Gatekeeping

2.3.2 Semantic barrier

(2 × 3) (6)

2.4 Physical barriers are factors outside or beyond the control of the sender and receiver that result in the message not being received at all or being unclear.

Give FOUR examples of physical barriers. (4)
[20]

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QUESTION 3: INTERVIEWING

3.1 Explain the two categories of interviewing and give an example of each. (6)

3.2 Interviewing is a skill and unfortunately one that is seldom taught. Preparation by the interviewee is very important to ensure the success.

Give applicant FIVE hints before he/she can attend the interview. (5)

3.3 Identify the different types of questions asked by the interviewer in these examples:

3.3.1 Where do you see yourself in ten years' time?

3.3.2 In what way have you improved as a manager over the past few years?

3.3.3 How many years have you spent in your present job?

3.3.4 According to your CV you indicated that your typing speed is 60 wpm. Is that correct?

3.3.5 I think staff members at colleges should wear uniform, don't you think so?

(5 × 1) (5)

3.4 Give FOUR aspects that the interviewer can use of create a positive climate during the interview. (4)

[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 Complete the following table and distinguish between mass communication and interpersonal communication.

TOPIC	INTERPERSONAL COMMUNICATION	MASS COMMUNICATION
Number of people		
Nature of medium/channel		
Nature of feedback		
Relationship between sender and receiver		

(4 × 2) (8)

4.2 Name FIVE techniques that can be used in manipulative reporting. (5)

4.3 Distinguish between *propaganda* and *manipulative reporting*. (6)

4.4 Give ONE example on how an advertiser can gain an audience attention in an advertisement. (1)

[20]

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QUESTION 5: MEETINGS

5.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

5.1.1 Common law is the basic set of rules or fundamental principles according to which an organization is run.

5.1.2 Self-discipline is one of the qualities of a good chairperson.

5.1.3 Attendance register is a complete list of all the members who are present at the meeting.

5.1.4 The section under which members report back on particular matters they were given responsibility for at the previous meeting fall under, matters arising.

5.1.5 An annual general meeting is called to discuss unexpected and urgent matters that cannot wait until the next scheduled meeting.

(5 × 1) (5)

5.2 Name FOUR factors that make a meeting constitutional/legal. (4)

5.3 The constitution incorporates the rules of the organisation and sees to it that the organisation is run accordingly.

Give FIVE aspects that can be addressed by the constitution. (5)

5.4 Name FIVE qualities of a good secretary. (5)

5.5 Give ONE word for the following term. Write only the word next to the question number in the ANSWER BOOK.

Exact words of a speaker or proposer (word for word) (1)

[20]

TOTAL: 100

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