higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(Second paper)

22 September 2020

This marking guideline consists of 6 pages.

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QUESTION 1

1.1

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

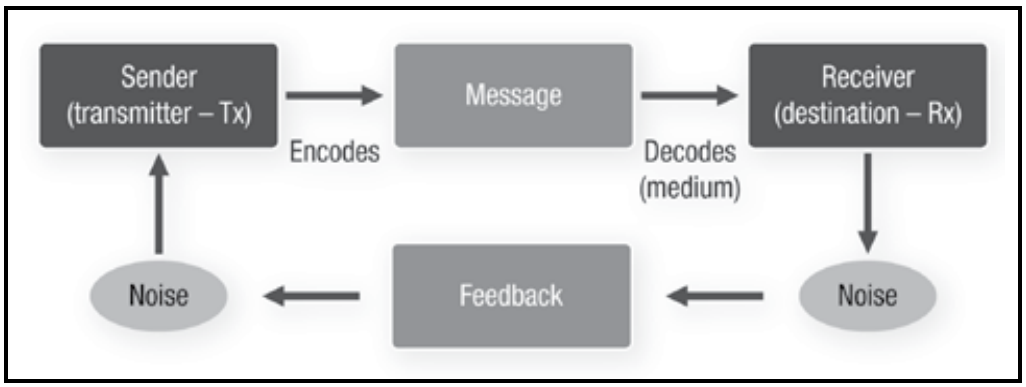
(10 × 1) (10)

1.2

1.2.1	A
1.2.2	D
1.2.3	B
1.2.4	A
1.2.5	C
1.2.6	B
1.2.7	A
1.2.8	C
1.2.9	A
1.2.10	A

(10 × 1) (10)

1.3 1.3.1



[Source: *Succeed in Management Communication N4, Oxford*]

Sender/Transmitter✓encodes✓ Message✓ Channel✓ Receiver decodes✓ Feedback✓ Noise✓ (can be anywhere in the communication process)
(Also accept Jacobson's model of communication for 7 marks) (7)

1.3.2
(a) Communication between two or more people
(b) Communication that you have with yourself
(c) Naledi talking to or greeting Nthando/any relevant quote or example from the scenario where it is clear that Nthando and Naledi are talking to each other, e.g. 'Don't bite my head off!'
(d) Naledi thinks to herself: 'I wonder what's bugging Nthando?'✓
(Also accept the answer given in table form) (4 × 1) (4)

1.3.3
- Personality
- Emotions
- Frame of reference
- Reasoning (4)

1.3.4 Emotions (1)

1.3.5 Ntando was very emotional after having a fight with her boyfriend. This caused her to snap at Naledi unnecessarily.✓

(Give marks for any relevant explanation that proves that Ntando's emotions had a negative influence on the way in which she communicated with Naledi.) (1)

1.3.6
- Phatic communication is defined as the use of words to create a sociable atmosphere
- rather than to convey meaning.
- Example: How are you? (Any relevant example) (3)

[40]

QUESTION 2

2.1 It is a positive ✓concept of self whereby you have a good✓ picture of yourself as a person and are therefore confident✓ and proud✓ of yourself. (4)

2.2 A poor self-image (1)

2.3 He has a negative perception of himself/he is critical of himself,✓ because he says 'I'm a loser'/what do I know anyway/self-criticism/lack of confidence.✓

(Any relevant answer. Students must be able to identify that Paul has a negative perception or that he is critical of himself and they must be able to prove it from the cartoon.) (2)

2.4 Paul should:

- Set goals that are grounded in his strengths and weaknesses.
- Avoid people that make him feel useless.
- Control his feelings by deciding to be happy as far as possible.
- Motivate himself to be successful. Tell himself: 'I can do it!'
- Stop thinking negative thoughts about himself.
- Be proud of what he has already achieved.
- If someone compliments him, he should accept it graciously.
- Accept criticism that is fair and constructive, but refuse to let unfair criticism affect him.
- Take failure and disappointment as a learning process. (Any 5 × 2) (10)

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2.5 Physical/Physiological need (1)

2.6 2.6.1 The employer must ensure a safe working environment/a pension scheme/job security, e.g. by tightening up security in the organisation.

2.6.2 He/she should allow employees to hold social functions/welcoming new employees/holding team-building activities.

2.6.3 He/she should promote/award/give incentives to long-serving employees.

2.6.4 There should be in-service training programmes to allow further education.

(4 × 1) (4)

2.7
- Attitude
- Background
- Education and training
- Intelligence
- Interests
- Needs
- Personality
- Religion (Any 5 × 1) (5)

2.8 It is the deliberate✓ controlling and usually limiting of general access to something.✓ (2)

2.9 The secretary controls access to and who gets appointments with the president of a company. (1)

[30]

QUESTION 3

3.1 Mrs Motsumi/The interviewer (1)

3.2 Mr Radebe/The applicant (1)

3.3 3.3.1 How old are you now?

3.3.2 Tell me about yourself./What are your strengths?

3.3.3 You mention that you have good communication skills. Can you give me a practical example from your previous workplace that illustrates this point?

3.3.4 If you were involved in an argument with one of your colleagues, how would you solve the conflict situation?

(4 × 2) (8)

3.4
- Punctuality – do not be too early but never be late.
- Posture – should show that you are confident and have a positive self-image. Leaning back or slouching in your chair could be interpreted as arrogance or laziness, while leaning too far forward can also come across as being arrogant. The ideal position during an interview is to sit tall in a neutral position.
- First impressions are lasting, therefore be polite and self-assured when you enter the interview room. Shake hands and greet all the interviewers present with confidence and a smile.
- Voice – Ensure that you use a pleasant voice. Use a polite, formal and professional register and tone.
- Eye contact – Maintain eye contact but do not stare. Your voice follows the direction of your eyes.
- Gestures and facial expressions – Even though you are nervous, refrain from using excessive hand gestures, tapping your foot and fidgeting.
- Use acceptable language. Do not use slang or swear words.
- Answer the questions briefly but comprehensively. Back up statements that you make with relevant examples from your past experiences.
- If you are unsure about the question, ask politely: 'Excuse me, could you please rephrase the question?'
- Listen well and answer what is being asked. If you did not hear the question properly, ask the interviewer to repeat it. Do not interrupt the interviewer.
- Skills test – Do your best if given a practical skills test, because you could be asked to prove your skills. If you lied about your skills, you will not pass the skills test.
- Be yourself. Someone who is playing a role will seem fake and unnatural.
- Switch your cellphone to silent and do not operate or even look at it during an interview.
- Leave the room with dignity and leave behind a lasting impression.

(Any 8 × 1) (8)

3.5
- An informational interview – the interviewer is asking questions to obtain information about the applicant
- A combined interview - while the interviewer is obtaining information, the applicant tries to persuade the interviewer in both his behaviour and his answer that he is the best applicant for the post. (2)

[20]

QUESTION 4

4.1
- The editorial function/interpret
- The educational function/educate
- The entertainment function/entertain
- The advertising function/advertise
- The service function/render a service
- The cultural function/promote culture
- The moral/watchdog function/act as a 'moral watchdog' (Any 4 × 1) (4)

4.2 The advertising function/To advertise (Nike) (1)
[5]

QUESTION 5

5.1 Private meeting/Formal meeting/General meeting (1)

5.2 5.2.1 The minimum number of people who need to be present at a meeting.

5.2.2 Words written exactly as they are spoken.

5.2.3 To end a meeting with the intention of resuming it later/to end a meeting before all the points on the agenda have been discussed.

(3 × 1) (3)

5.3
- He announces the voting results.
- He has the power of casting a vote. (Any 1 × 1) (1)

[5]

TOTAL: 100

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