



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

COMMUNICATION N5

(Second paper)

(5140395)

26 November 2021 (X-paper)

09:00–11:00

CLOSED BOOK EXAMINATION

**Two dictionaries are allowed.
Electronic dictionaries may NOT be used.**

This question paper consists of 6 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
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(Second paper)
TIME: 2 HOURS
MARKS: 100

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. Use only a black or blue pen.
 6. Write neatly and legibly.
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SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

Read the following scenario and answer the questions.

Ms Babalwa August, the newly appointed CEO of Sway Group, received an invitation from SABC television. She was to be interviewed on one of the **SABC** TV morning shows. In her interview, she was asked to describe her leadership style, and this is what she had to say:

‘I never wanted to be a leader, but after the passing of my father five years ago, I found myself at the helm of a fast-growing company. As a leader I believe in a liberated management style, whereby staff members should be allowed to do as they please, provided that the job gets done ultimately. At Sway Group, there is no starting and knocking off time, staff members can report to work at any time. Our company has no specific dress code, and I can proudly say that, at Sway Group, we demonstrate good work ethics, our staff are very contented, and conflict is minimal. I can also attribute the success of my leadership style to the formal communication channels used at Sway Group’.

- 1.1 What kind of management style does Ms. August have? (2)
- 1.2 Quote from the scenario to substantiate your answer in QUESTION 1.1. (2)
- 1.3 State TWO characteristics of this management style. (2 × 2) (4)
- 1.4 Give TWO reasons why this type of management style can be a disadvantage for some companies. (2)
- 1.5 Sometimes Ms. August uses the grapevine to obtain feedback.
Give TWO reasons why she would choose to obtain feedback via the grapevine. (2)
- 1.6 According to Ms. August, Sway Group demonstrates good work ethics.
Define the term *work ethics*. (2)
- 1.7 Differentiate between *internal communication* and *external communication*. (4)
- 1.8 State TWO aims of external communication and give ONE example of each. (2 × 2) (4)