



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

COMMUNICATION N4
(Second Paper)

30 MAY 2013

This marking guideline consists of 5 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	I		
	1.1.2	E		
	1.1.3	A		
	1.1.4	K		
	1.1.5	D		
	1.1.6	C		
	1.1.7	L		
	1.1.8	M		
	1.1.9	B		
	1.1.10	H	(10 × 1)	(10)
1.2	1.2.1	Intrapersonal communication		
	1.2.2	Frame of reference		
	1.2.3	Intellectual dimension		
	1.2.4	Semantics barrier		
	1.2.5	Horizontal communication		
	1.2.6	Honorarium		
	1.2.7	Acts and statutes		
	1.2.8	Written communication		
	1.2.9	Proxy		
	1.2.10	Treasurer	(10 × 1)	(10)

1.3	1.3.1	False		
	1.3.2	True		
	1.3.3	True		
	1.3.4	True		
	1.3.5	False		
	1.3.6	True		
	1.3.7	False		
	1.3.8	False		
	1.3.9	False		
	1.3.10	False		
			(10 × 1)	(10)
			TOTAL SECTION A:	30

SECTION B**QUESTION 2**

- 2.1
- Sender – Both Ms Brown and the manager
 - Receiver – Both Ms Brown and the manager
 - Message/information – training seminar
 - Noise – telephone ringing
 - Feedback – invitation to enter in response to a knock at the door/here for the interview
(Any 4 × 2) (8)
- 2.2
- 2.2.1 Manager thinking about the hard day/fishing trip
- 2.2.2 The nod by the manager
- 2.2.3 Knock at the door
- 2.2.4 Ringing telephone
(4 × 2) (8)
- 2.3
- Do preparation
 - Listen actively
 - Provide sensible feedback
 - Listen attentively
(Any 2 × 2) (4)

- 2.4
- Improve interpersonal relationship
 - Prevent misunderstanding
 - Saves time
 - Saves money
 - Provide means to acquire knowledge
 - Increase productivity
- (Any 4 × 1) (4)
- 2.5 Proxemics is the study of the way people use distance or space to communicate (2)
- 2.6 2.6.1 Social zone
- 2.6.2 Public zone
- (2 × 1) (2)
- 2.7 Verbal communication refers the spoken and written words while non-verbal refers to transfer of information using other means other than words e.g. body language, gesture (2)
- [30]**

QUESTION 3

- 3.1 Gate keeping refers to the deliberate creation of a barrier (2)
- 3.2
- Physical dimension
 - Dexterity dimension
 - Intellectual dimension
 - Psychological dimension
 - Sexual dimension
- (5)
- 3.3 Physical barrier is any external noise that prevents a message from being received, e.g. telephone ringing in class (Any other acceptable answer) (3)
- 3.4
- Know your strengths and weakness
 - Set realistic goal
 - Adopt positive attitude
 - Do not say negative things about yourself
 - Control your emotions
 - Make a habit of judging criticism
- (Any other acceptable answer) (5)
- 3.5
- Basic/ Physiology need
 - Safety/ security need
 - Social/ affiliation need
 - Need for esteem/ esteem need
 - Self- actualisation need/ need for self- actualisation
- (Any 2 × 2) (4)

- 3.6
- Greater motivation
 - Set realistic goals
 - Accept criticism
 - Control emotions
 - Good interpersonal relationship
 - Less fear of failure
- (Any 3 × 2) (6)
[25]

QUESTION 4

- 4.1 4.1.2 E
- 4.1.2 A
- 4.1.3 B
- 4.1.4 A
- 4.1.5 C
- (5 × 1) (5)
- 4.2 Identify keywords – pre-planned, formal, direct oral, between two or more people, exchange information, about specific subjects (2)
- 4.3
- Make sure the receptionist expect the applicant
 - Greet the applicant by name
 - Use warm tone of voice
 - Engage in small talk
 - Use simple clear language
 - Take cognisance of perceptual barriers
- (Any 4 × 1) (4)
- 4.4
- Be confident when coming in
 - Wait until you are invited to be seated
 - Maintain eye-contact
 - Use facial expressions
 - Listen attentively before responding
- (4)
[15]

TOTAL SECTION B: 70
GRAND TOTAL: 100