higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

MANAGEMENT COMMUNICATION N4
(Second Paper)

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This marking guideline consists of 7 pages.

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QUESTION 1

1.1 Communication is a two-way process where information (a message) is sent from one person (the sender) through a channel (medium) to another person (the receiver), who reacts by giving feedback (the response). (6)

1.2
1.2.1 H
1.2.2 C
1.2.3 J
1.2.4 D
1.2.5 G
1.2.6 B
1.2.7 E
1.2.8 A
1.2.9 F
1.2.10 I

(10 × 1) (10)

1.3
- Intrapersonal communication
- Interpersonal communication
- Extrapersonal communication
- Mass communication (4)

[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1
- The physical dimension
- The skills dimension (dexterity dimension)
- The intellectual dimension
- The psychological dimension
- The sexual dimension (5)

2.2 The skills dimension (2)

2.3
2.3.1 Physiological barrier

2.3.2 Semantic barrier

2.3.3 Psychological barrier

2.3.4 Perceptual barrier (gender)

2.3.5 Psychological barrier

(5 × 1) (5)

2.4
- They set realistic goals and have less fear of failure.
- They are well adjusted, reasonably satisfied with themselves, and accept others as they are.
- They are able to get on with most people as they have better social skills and an optimistic outlook.
- A sense of humour enables them to be tolerant and to adopt a balanced approach to life, whether they experience success or failure.
- They have greater motivation and a greater capacity to achieve.
- They have greater self-encouragement.
- They are better able to express themselves thus they perform better academically and in work situations.
- They exercise emotional control and have the ability to express opinions in a reasonable way.
- They reasonably consistently have positive views of themselves.
- They have better social skills.
- They lives according to an overall philosophy regarding the purpose of life.
- They have the ability to express anger appropriately.
- They set realistic goals and have less fear of failure.
- They are generally extroverts with warm, caring relations.
- They accept criticism. (Any 5 × 1) (5)

2.5 Gate-keeping is process of creating communication barriers as a result of fearing the consequences of a specific act or situation. (3)
[20]

QUESTION 3: INTERVIEWING

3.1 3.1.1 Persuasive interview. The purpose is to persuade someone to change his/her opinion or behaviour. Example – the disciplinary interview.

3.1.2 Informative interview. The purpose is to provide, gain or exchange information. Example – the job interview.

(2 × 3) (6)

3.2. 3.2.1 Don't be too early for your interview. This may make you feel and look nervous. Never be late for the interview – it will cost you the job before you have even been interviewed. Make sure of the time of the interview and the exact address of the company. Plan to arrive for the interview with about five minutes to spare.

3.2.2 Always look straight at the interviewer as you would at a friend. Maintaining eye contact is important for the following reasons:

- Your voice will be projected in the direction in which are looking. This will make it easier for the interviewer to hear what you are saying.
- It will keep the interviewer's attention on what you are saying.
- You will receive constant feedback.

3.2.3 Your posture will convey your attitude.
Be aware of how you sit, stand or walk.
When you sit, do not slouch, look too relaxed or lean your arms on the interviewer's desk. Sit up straight with your hands on your lap.
Stand straight up with your shoulders square and your hands hanging comfortably at your side.
Do not lean against anything.

(3 × 2) (6)

3.3

- Gather information about the organisation, for example what products/service it offers, how big the organisation is, how long it has been in operation.
- Pay attention to your appearance, dress and posture.
- Prepare thoroughly for the interview by determining where and when the interview is going to be held, 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. Find out what the job entails, for example, the nature of the duties, the responsibility, and the location.
- Remember that you may be required to prove your skills regarding, for example, word processing.
- Be prepared to answer typical interview questions, for example on your background, the salary you require, the reason why you want to give you your current job, the reason why you are interested in this particular position, which aspects of your studies you enjoy, which you did not enjoy and the reason why. (Any 5 × 1) (5)

3.4 3.4.1 Hypothetical question

3.4.2 Closed question

3.4.3 Open-ended question

(3 × 1) (3)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1
4.1.1 False
4.1.2 True
4.1.3 True
4.1.4 False
4.1.5 False

(5 × 1) (5)

4.2
- To inform the general public about what is happening (what is newsworthy)
- To interpret the news in such a way that the public can be influenced to think in a particular way
- To educate the general public on matters of importance and interest
- To advertise goods and services which are available to the public
- To entertain the public with information, activities, films, competitions etc
- To render a service by giving information about TV programmes, coming events, cinema and theatre schedules, weather reports, opportunity to buy or sell goods through classified advertisements
- To promote culture by presenting, reviewing and announcing programmes of cultural interest
- To act as a 'moral watchdog' for society as a whole by exposing corruption and other irregularities in the community (Any 5 × 1) (5)

4.3
4.3.1 Manipulative reporting refers to a process where a newspaper, website, radio or TV station reports in such a way that the audience (receivers) perceive the information in the report either negatively or positively.

4.3.2 Mass communication is communication between a sender and large numbers of people who do not know each other. It usually refers to a message transmitted through the mass media to a large impersonal public.

(2 × 3) (6)

4.4
- The AIDA formula
- The product/service
- The target audience
- Presentation style
- The objective/aim of the advertisement. (Any 4 × 1) (4)

[20]

QUESTION 5: MEETINGS

5.1 5.1.1 Secretary

5.1.2 Ad hoc committee

5.1.3 Common law

5.1.4 Chairperson

5.1.5 Proxy

(5 × 1) (5)

5.2 Private meetings are attended by members only whilst public meetings may be attended by any member of the public and are usually held to discuss political issues or matters of social, environmental and economic interest. Examples of private meetings are cultural societies, school governing bodies, and church councils. Examples of public meetings are political rallies, public marches and religious campaign gatherings. (6)

5.3
- Strong leadership – to control, guide and encourage
- Intelligence – to be able to understand all topics and lead the meeting to make intelligent decisions
- Personality – a pleasant, outgoing personality to put members at ease and encourage discussion
- Self-discipline – this will ensure control of the meeting and the respect of the members
- Good judgement and impartial decision making
- Speech skills – a good command of the language for easy presentation is essential
- To be courteous and friendly, with a pleasant personality
- To be tactful and be able to use discretion
- To be patient
- To be unbiased and fair in conduct towards members and in decision making

(Any 5 × 1) (5)

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5.4
- The name of the organisation
- The starting date, i.e. when the constitution was completed and came into operation
- The aims and objectives of the organisation 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 privileges, 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 et cetera.
- Finances: date for the end of the financial year, auditors, membership fees, bankers and opening of accounts, signatories, et cetera.
- How and why members may be suspended
- How new members may be co-opted
- Dissolution – the closing down and disbanding of the organisation

(Any 4 × 1) (4)
[20]

TOTAL: 100

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