higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second Paper)

7 JUNE 2018

This marking guideline consists of 6 pages.

Copyright reserved

QUESTION 1: BASIC COMMUNICATION PRINCIPLES

1.1	1.1.1	G		
	1.1.2	A		
	1.1.3	J		
	1.1.4	E		
	1.1.5	B		
	1.1.6	I		
	1.1.7	H		
	1.1.8	D		
	1.1.9	F		
	1.1.10	C		
			(10 × 1)	(10)
1.2	1.2.1	Emotions		
	1.2.2	Personality		
	1.2.3	Frame of reference		
	1.2.4	Reasoning		
			(4 × 1)	(4)
1.3	1.3.1	Contradicted		
	1.3.2	Substituted		
	1.3.3	Strengthened		
	1.3.4	Complemented		
			(4 × 1)	(4)

1.4 Attentive listening involves paying full attention/closing out all distractions/identifying the speaker's main point or goal,✓ while critical listening involves analysing or assessing the message/judging the speaker/asking for clarifications as you listen.✓ (1 + 1) (2)

[20]

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

2.1 2.1.1
- What you think of yourself: Nontle thinks she is prettier than all the ladies at Evander Campus.✓
- What you think other people think of you: Nontle thinks that the lecturers think they are smarter than she is and she thinks they are wrong.
- What you would like your image to be: Nontle would like to be seen and judged as a gorgeous lady and not a mere cleaner.

(Students are allowed either their own words or direct quotations.)
(3 × 2) (6)

2.1.2
- Greater self-encouragement/Greater capacity to achieve/ Greater motivation: "I am sitting for matric this year and I know my life will change."
- Optimistic: "I can see light at the end of this dark tunnel."
- More self-confidence: "I am prettier than all the ladies at Evander./They think they are smarter but they are wrong."
- Less fear of failure: She is sure that she will pass matric hence she says her life will change.

(Students allowed to use their own words or quote directly)
(Any 2 × 2) (4)

2.1.3 Negative self-esteem,✓ because she thinks no one cares about her and that is why no one calls her./She thinks she is only a cleaner./She says she is an ugly and useless thing.✓ (2)

2.1.4
- She must never say bad things about herself, e.g. I am ugly or useless.
- She must interpret other people's behaviours positively, e.g. it is not her profession that makes them not calling her.
- She must not only focus on weaknesses, she has strengths she needs to identify. (Any 2 × 1) (2)

2.1.5
- The line on her phone was crackling (poor network).
- Pam interfered when she wanted to talk to her. (2)

2.2 2.2.1 Safety/Security
2.2.2 Self-actualisation
2.2.3 Esteem
2.2.4 Social/Affiliation

(4 × 1) (4)
[20]

QUESTION 3: INTERVIEWS

3.1 3.1.1 An interview is a preplanned,✓ formal,✓ direct or indirect conversation between two or more people to exchange information✓ about a specific subject. (3)

3.1.2
- Recruitment and selection of staff
- Dealing with staff grievances and complaints
- Finding grounds to take disciplinary action
- Mending management and staff relations (Any 2 × 1) (2)

3.1.3
- Preparing for the interview
- Creating a positive climate for the interviewee
- Conducting the interview
- Concluding the interview
- Making a final assessment of the applicants (5)

3.2
3.2.1 F
3.2.2 D
3.2.3 E
3.2.4 A
3.2.5 C
3.2.6 B

(6 × 1) (6)

3.3
- Do not be too formal or too casual, be appropriate and conservative.
- Men may wear a suit/smart casual wear, women must be respectable and comfortable.
- Do not wear too much jewellery; watches and wedding rings allowed.
- Perfume and aftershave must be used sparingly.
- Personal grooming (hair, fingernails and breath) must be attended to.

(Any relevant 2 × 1) (2)

3.4
- Ask the applicant if they have any questions and if there are, address them.
- Thank them for coming to the interview.
- Inform them when to expect results for the interview.
- Walk the applicant to the door. (Any 2 × 1) (2)

[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1
- Audiovisual media (television)
- Audio media (radio)
- Print media (newspaper)
- Electronic media (internet)
- Outdoor media (billboards) (5 × 2) (10)

4.2 To inform prospective students about newly introduced courses (1)

4.3
- The target audience/nature of students she is targeting.
- The objective (purpose) of the message/aim of the advertisement. (2)

4.4 4.4.1
- Bold or varying font
- Colourful pictures
- Asking an interesting question
- Catchy phrase (Any TWO) (2)

4.4.2
- Provide contact details./Supplying a toll-free number.
- Use coercive statements like "Hurry, limited vacancies."
- Promise free bursary applications. (Any TWO) (2)

4.5 4.5.1 watchdog
4.5.2 Overexposure
4.5.3 humorous
(3 × 1) (3)
[20]

Copyright reserved

QUESTION 5: MEETING PROCEDURES AND CORRESPONDENCES

5.1
5.1.1 False
5.1.2 True
5.1.3 True
5.1.4 True
5.1.5 True
5.1.6 False
5.1.7 False
5.1.8 True
5.1.9 False
5.1.10 False

(10 × 1) (10)

5.2 A constitution refers to the written rules✓ and principles according to which an organisation is run, while common law is the unwritten laws✓ that apply to different communities and are recognised in a court of law. (1 + 1) (2)

5.3 An executive/standing committee has permanent offices✓ of the chairperson, treasurer and secretary (it is only the persons that change during voting), while an ad hoc/special committee is a temporary✓ committee formed for a specific task and is dissolved when the task is completed. (1 + 1) (2)

5.4
- A secretary may handle finances in the absence of the treasurer.
- A secretary may count votes in the absence of the voting officer. (2)

5.5
- He/She must be impartial and fair/not take sides.
- He/She must be patient with each speaker.
- He/She must have strong leadership traits/be able to guide and control.
- He/She must be intelligent/have the ability to influence intelligent resolutions.
- He/She must have self-respect.
- He/She must be firm. (Any 4 × 1) (4)

[20]

TOTAL: 100

Copyright reserved