higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N1020**(E)**(J7)H

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(Second Paper)

(5140364)

7 June 2018 (X-Paper)
09:00–12:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual/explanatory) are allowed.

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT COMMUNICATION N4
(Second Paper)
TIME: 3 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 question on a NEW page.
5. Write neatly and legibly.

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QUESTION 1: BASIC COMMUNICATION PRINCIPLES

1.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Preoccupied thinking about what to wear for an interview	A	colour-coding
1.1.2	Preschool using pink aprons for girls and blue for boys	B	filler sounds
1.1.3	Distance of over three metres maintained between the sender and audience	C	noise
1.1.4	School ringing a bell to mark the start and end of each lesson	D	kinesics
1.1.5	Hesitation markers like um and ah used during communication	E	acoustic semiology
1.1.6	Speed at which words are said during oral communication	F	mass communication
1.1.7	Spoken communication without eye contact	G	intrapersonal communication
1.1.8	Body movements like gestures, facial expressions and body posture	H	indirect oral communication
1.1.9	Minister of Finance announces the budget speech on SABC 2	I	pace
1.1.10	Umbrella term for communication barriers	J	public zone

(10 × 1) (10)

1.2 Which factor of communication led to each of the following unsuccessful scenarios:

1.2.1 An assistant brought her personal problems to the workplace and was therefore unnecessarily screaming at everyone who entered the office that day.

1.2.2 Pule and Martin could not continue being friends because whilst Martin was an introvert Pule was so open and outgoing that Martin at times felt embarrassed being Pule's friend.

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1.2.3 Mr Maubane had difficulties answering to a female boss because in his culture women could not rule over men and in his church they are not even allowed to stand up and address men.

1.2.4 Pheko's suggestions are always dismissed because he lacks style and clarity in putting them across.

(4 × 1) (4)

1.3 Nonverbal communication may be used to strengthen, contradict, complement or substitute verbal words in everyday communication.

In which way has nonverbal communication been used in relation to verbal words in each of the following instances:

1.3.1 After a reprimand by the manager Kagiso apologised and promised to do better next time but the frown on his face was a sign that he showed no remorse and was actually irritated.

1.3.2 When the lecturer asked whether the students were following they did not say a word, instead they nodded their heads.

1.3.3 When Khodani was asked whether she could be a programme director for the year-end function she said 'No.' and shook her head profusely to stamp down her disinterest.

1.3.4 On being asked whether she would like to join the cheerleaders Zinhle said 'Yes.' and jumped up with glee as she moved to join them.

(4 × 1) (4)

1.4 Listening is a skill one can learn and perfect to improve communication.

Distinguish between *attentive listening* and *critical listening*. (1 + 1) (2)

[20]

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

2.1 Nontle, a cleaner at the Gert Sibande TVET College, Evander Campus, enters the ladies' room and looks at her reflection in the full-length mirror against the wall. She takes a deeper look at herself and thinks 'I am prettier than all the ladies at Evander. I know that these lecturers think they are smarter, but they are wrong. I wish they could judge me according to my looks, not according to the job I do here at Evander, because I am gorgeous. I am doing my matric this year and I know my life will change. I can see light at the end of this dark tunnel.' Suddenly her cellphone rings. As she answers it her friend Pam comes in and talks to her, 'Hey Nontle, who is on the phone? At least you have people who care about you.' Nontle whispers to Pam not to disturb her because she is also struggling with a crackling line. Pam continues to say to herself, 'My cellphone never rings all the time like hers. In any case who has time for a cleaner? I am just an ugly useless thing.'

Use the scenario to answer the following questions:

2.1.1 Which THREE elements of self-image are implied in the scenario? Support the answer with evidence from the passage. (3 × 2) (6)

2.1.2 Give TWO characteristics of Nontle's self-image evident from this passage. Substantiate the answer. (2 × 2) (4)

2.1.3 Does Pam have a positive or negative self-esteem? Substantiate the answer. (2)

2.1.4 Suggest TWO ways that can help Pam to improve her self-image. (2)

2.1.5 Name TWO physical barriers that were present as Nontle tried to communicate on her cellphone. (2)

2.2 Which level of need, according to Maslow, is being met in each of the following instances:

2.2.1 Evander Campus installs cameras in all offices.

2.2.2 Nontle passes matric and continues to register for a diploma in human resource management.

2.2.3 Pam goes for a makeover to improve her appearance so that she might also be recognised and appreciated by society.

2.2.4 Gert Sibande creates a Facebook page where students and lecturers can interact and share ideas on educational matters.

(4 × 1) (4)

[20]

QUESTION 3: INTERVIEWS

3.1 In the business world interviews have various purposes. A lot of time is spent on preparing and conducting interviews. For a successful interview both the interviewer and interviewee must do adequate groundwork.

3.1.1 Define the term *interview*. (3)

3.1.2 Give TWO uses of interviews in the business world. (2)

3.1.3 List FIVE basic roles of an interviewer. (5)

3.2 Choose the type of question from COLUMN B that matches the exemplary question in COLUMN A. Write only the letter (A–F) next to the question number (3.2.1–3.2.6) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.2.1	I think the business world should stop oral interviews and interview people online. What is your opinion on keeping abreast with technology?	A	reflective question
		B	specific question
		C	open-ended question
3.2.2	If you caught your colleague stealing from company coffers what would you do?	D	hypothetical question
		E	closed question
3.2.3	This work entails a lot of cross-border travelling. Do you have a passport?	F	leading question
3.2.4	You said you are a go-getter. How do you think that would benefit the company if you are offered this job?		
3.2.5	How would you describe a good manager in your own words?		
3.2.6	When did you matriculate?		

(6 × 1) (6)

3.3 Give TWO hints for dressing for an interview. (2)

3.4 Name TWO actions that an interviewer should take when concluding an interview. (2)

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QUESTION 4: MASS MEDIA AND ADVERTISING

Gert Sibande TVET College introduced new courses for both NCV and Report 191. Ms Zazini, the marketing officer for the college, contemplated the form of mass media to let prospective students know about recently introduced courses. Television was probably the best channel to use as most students had a set at home. Her colleagues, however, suggested the newspaper with the argument that it allowed a person to cut out a piece of paper they could constantly refer to. Radio could also be ideal, but the college targets mainly the youth and young people who do not normally listen to radio. Most young people surf the internet although they face data cost challenges. Ms Zazini settled for billboards on all roads leading into town. The college would have to pay for the billboards, but the objective is to inform as many people as possible. Billboards were chosen as it would be freely accessible to anyone moving around town using municipal roads.

4.1 Identify FIVE main types of media and give an example for each. (5 × 2) (10)

4.2 What is Ms Zazini's purpose with advertising? (1)

4.3 Name TWO factors that will determine the language Ms Zazini would use on the billboards. (2)

4.4 Ms Zazini's advertisement should follow the AIDA formula:

4.4.1 Suggest TWO ways in which she can make it attract attention. (2)

4.4.2 Suggest TWO ways in which she can spur prospective students on to take action. (2)

4.5 Choose the correct term from those given in brackets. Write only the term next to the question number (4.5.1–4.5.3) in the ANSWER BOOK.

4.5.1 The (cultural/watchdog/educational) function of mass media occurs when people are alerted of crime, corruption and other moral issues in society.

4.5.2 (Overexposure/Materialism/Stereotyping) occurs when critics of advertising complain that there are too many advertisements on television and on the roads that distract main programmes and block their views as they drive.

4.5.3 When you find yourself laughing throughout an advertisement it means a (negative/factual/humorous) presentation style was used in designing the advertisement.

(3 × 1) (3)

[20]

QUESTION 5: MEETING PROCEDURES AND CORRESPONDENCE

5.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (5.1.1–5.1.10) in the ANSWER BOOK.

5.1.1 A point of order is a change or alteration in an agenda or constitution.

5.1.2 To abstain is to make a deliberate decision not to vote in a meeting.

5.1.3 Verbatim means quoting a speaker word for word.

5.1.4 Statutes and acts are standard bylaws passed by the government to lay down procedures for conducting meetings.

5.1.5 Serving snacks and drinks in a meeting falls under the tradition and custom of an organisation.

5.1.6 A deadlock is a meeting which takes place behind closed doors due to the confidentiality and sensitivity of matters under discussion.

5.1.7 A quorum is when people vote in secret.

5.1.8 A notice gives information about the date, time and venue for a meeting.

5.1.9 Minutes refer to a list of items to be discussed in a meeting.

5.1.10 The chairperson writes the minutes of a meeting.

(10 × 1) (10)

5.2 Distinguish between a *constitution* and *common law*. (1 + 1) (2)

5.3 How does an *executive/standing committee* differ from an *ad hoc/special committee*? (1 + 1) (2)

5.4 Which TWO additional duties can a secretary carry out in the absence of certain office bearers? (2)

5.5 List FOUR qualities a chairperson needs to preside over a meeting where there are a lot of differences and tempers flaring amongst the attendees. (4)

[20]

TOTAL: 100

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