higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(Second paper)

(5140364)

22 September 2020 (Y-paper)
13:00–16:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual and/or explanatory) may be used.

This question paper consists of 10 pages.

085Q2B2022

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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. 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–K) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Distance of zero to half a metre is maintained	A	public zone
1.1.2	Words or expressions used by certain professions	B	barrier ⌘
1.1.3	Distance of more than 3 m is maintained	C	persuasive interview
1.1.4	Poor health causes the communication process to be ineffective ⌘	D	intimate zone
1.1.5	Body movements and facial expressions	E	kinesics
1.1.6	Interview held in order to change someone's point of view	F	jargon
1.1.7	Does not use words to send a message	G	non-verbal communication
1.1.8	Any factor that prevents the message from being effective ⌘	H	informative interview
1.1.9	Communication between human beings and non-human entities	I	physiological barrier ⌘
1.1.10	Personal documents needed for an interview	J	extrapersonal communication
		K	curriculum vitae, identity document and qualifications

(10 × 1) (10)

1.2 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 The communication process usually starts with the …

A sender.
B receiver.
C message. ⌘
D feedback

1.2.2 … is not an example of a semantic barrier.

A Vagueness
B Slang
C Accent
D Prejudice

1.2.3 … is an example of a filler sound.

A Hello
B Um
C That hurts! ⌘
D Why?

1.2.4 A combined interview is a combination of a/an ... interview.

A persuasive and informative
B group and panel
C inquiry and persuasive
D audition and informative

1.2.5 Tacesics is communication ...

A by means of speaking.
B by means of laughing. ⌘
C by means of touch.
D over a distance or space.

1.2.6 ... is/are the transfer of information by a sender via the media to a wide audience, namely the public.

A Interpersonal communication
B Mass communication ⌘
C Intrapersonal communication
D Newspapers

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1.2.7 Visual semiology includes ...

A kinesics.
B acoustics.
C paralinguistics. ⌘
D tempo.

1.2.8 The main purpose of an informative interview is to ...

A persuade someone.
B spread propaganda.
C give and receive information. ⌘
D promote a product.

1.2.9 … is an example of an external barrier.

A A loud truck passing by
B Being in love
C A headache
D Shyness

1.2.10 … are a source for information about job vacancies.

A Newspapers
B Novels ⌘
C Textbooks
D Dictionaries

(10 × 1) (10)

1.3 Read the scenario and answer the questions.

Ntando is upset because she has just had a fight with her boyfriend. Her sister, Naledi, comes home, knowing nothing about the fight. She cheerfully greets Ntando, but Ntando snaps and says: 'Just leave me alone!' Naledi replies, 'Don't bite my head off! I didn't do anything wrong!' Naledi thinks to herself: 'I wonder what's bugging Ntando?' She decides to rather leave her sister in peace and not disturb her. She puts her earphones on and listens to her favourite song instead of continuing with the conversation. ⌘

1.3.1 Draw a graph of the communication process in the scenario. (7)

1.3.2 Differentiate between *interpersonal communication* and *intrapersonal communication.*
You can copy and complete the following table or you can write only the answer next to the letter (a)–(d) in the ANSWER BOOK.

Give examples from the above scenario. ⌘

	INTERPERSONAL COMMUNICATION	**INTRAPERSONAL COMMUNICATION**
DEFINITION	(a)	(b)
EXAMPLE (based on the above scenario)	(c)	(d)

(4)

1.3.3 Name FOUR factors that influence communication. (4)

1.3.4 Name the main factor from those given in QUESTION 1.3.3 that influenced Ntando's communication with her sister. (1)

1.3.5 Support your answer to QUESTION 1.3.4 by giving a valid reason for your answer. (1)

1.3.6 Define *phatic communication* and give any practical example. ⌘ (3)
[40]

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

Study the cartoon below and answer the questions. ⌘

[Source: *cartoonstock*]

2.1 What do you understand by a healthy self-image? (4)

2.2 Does Paul have a good or a poor self-image? ⌘ (1)

2.3 Give a reason for your answer to QUESTION 2.2. (2)

2.4 Provide Paul with FIVE guidelines to improve his self-image. (5 × 2) (10)

2.5 In the cartoon, Paul and Vincent are drinking coffee/tea at work.

Which need, according to Maslow's hierarchy, is being fulfilled by the employer? (1)

2.6 Give practical examples of how the employer can assist employees to fulfil the following needs in the workplace, as depicted in Maslow's hierarchy:

2.6.1 Security needs ⌘

2.6.2 Affiliation needs

2.6.3 Esteem needs

2.6.4 Self-actualisation needs

(4 × 1) (4)

2.7 Name FIVE perceptual barriers that could occur between Paul and Vincent. (5)

2.8 Define *gatekeeping.* ⌘ (2)

2.9 Give a practical example of gatekeeping. (1)

[30]

QUESTION 3: INTERVIEWING

Read the extract from an interview and answer the questions based on the interview.

INTERVIEWER:	Hello, Mr Radebe. I am Mrs Motsumi. I am the Head of the Marketing Department.
APPLICANT:	I'm pleased to meet you.
INTERVIEWER:	Please be seated. ⌘
APPLICANT:	Thank you, Mrs Motsumi.
INTERVIEWER:	Tell me about yourself.
APPLICANT:	My name is Sipho Radebe. I studied at the local college. I obtained my Business Management Certificate in 2009. I have 7 years' experience as a sales assistant.
INTERVIEWER:	How old are you now? ⌘
APPLICANT:	I am 30.
INTERVIEWER:	What are your strengths?
APPLICANT:	I have great communication skills. I am a hard-working person. I am punctual and highly organised in my job and I take pride in what I do.
INTERVIEWER:	You mention that you have good communication skills. Can you give me a practical example from your previous workplace that illustrates this point?
APPLICANT:	I had a good rapport with the clients and I got along well with all my colleagues. ⌘
INTERVIEWER:	If you were involved in an argument with one of your colleagues, how would you solve the conflict situation?
APPLICANT:	I believe that communication is key to solving arguments. I would remain calm and collected. I would try to talk about the issue and find a compromise. If I can't solve the problem I would involve a third party to assist. Perhaps one of the managers?

3.1 Who is the sender in the interview? (1)

3.2 Who is the receiver in the interview? (1)

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3.3 Find an example of each of the following types of questions from the interview. Quote the exact words.

3.3.1 Specific question

3.3.2 Open-ended question ⌘

3.3.3 Reflective question

3.3.4 Hypothetical question

(4 × 2) (8)

3.4 Provide the applicant (interviewee), Mr Radebe, with EIGHT hints to keep in mind during an interview. (8)

3.5 Into which category does the above interview fall? Support your answer. (2)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

Study the advertisement below and answer the questions. ⌘

[Soure: *https://www.adsoftheworld.com/taxonomy/brand/nike*]

4.1 State FOUR functions of mass media and what each one does, e.g. the news function/informs. ⌘ (4)

4.2 Name the function of the mass media in the above advertisement and what it does. (1)

⌘ **[5]**

QUESTION 5: MEETING PROCEDURE

Read the scenario below and answer the questions.

M&H accountants held their monthly meeting at 10:00 on 5 July. All members were present, thus a quorum existed. It was the secretary's task to take the minutes. She made a verbatim recording of the meeting and was able to compile thorough minutes. The chairperson adjourned the meeting at 13:00.

5.1 What type of meeting is a monthly meeting? (1)

5.2 Define the following meeting terminology:

5.2.1 Quorum

5.2.2 Verbatim

5.2.3 Adjourn

(3 × 1) (3)

5.3 State ONE duty of a chairperson when members are voting in a meeting. (1)

[5]

TOTAL: 100

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