higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second paper)

28 May 2021

This marking guideline consists of 5 pages.

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QUESTION 1: BASIC COMMUNICATION PRINCIPLES

1.1

1.1.1	H
1.1.2	J
1.1.3	D
1.1.4	D
1.1.5	I
1.1.6	E
1.1.7	F
11..8	K
1.1.9	G
1.1.10	B

(10 × 1) (10)

1.2

1.2.1	C
1.2.2	C
1.2.3	A
1.2.4	A
1.2.5	C
1.2.6	C
1.2.7	C
1.2.8	D
1.2.9	C
1.2.10	C

(10 × 1) (10)

1.3 1.3.1 A two-way process✓ whereby a sender✓ sends a message✓ through a certain channel✓ to a receiver✓ who reacts by giving feedback.✓ (6)

1.3.2 The sender is Veronica✓ and the receiver is Luthando✓ (2)

1.3.3 Interpersonal communication.✓ Veronica and Luthando are two individuals who are talking directly/face-to-face/using their voices.✓ (2)

1.3.4 Noise is any factor that disturbs✓ communication and is also referred to as interference or communication barrier.✓ The passing students who were making noise✓ disturbed Luthandos 'process of decoding the message; hence, she failed to give appropriate feedback and had to ask Veronica to repeat the message.✓

(*Concentrate on the idea and allow students to discuss in their own words)* (4)

1.3.5 Voice/face to face✓ Direct oral communication✓

- You receive constant non-verbal feedback✓
- You also get feedback directly and immediately✓ (2)

1.3.6 Noisy students (1)

1.3.7 Phatic communication is defined as the use of words✓ to create a sociable atmosphere✓ rather than to convey meaning.✓ (3)

1.3.8 'How are you?/Fine thanks' / 'See you later' (1)

1.3.9 (a) Veronica thinking: 'I hope I get a bargain.'
(b) The (online) advert (2)
[43]

QUESTION 2 INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

2.1
- What you think of yourself / How you perceive yourself
- Your interpretation of what other people think of you
- Your ideal self-image / Who you hope to be (3)

2.2
- He must interpret other people's behaviours positively and avoid taking things too personal.
- He must take failure and disappointment positively because they are a learning process. (2)

2.3 These are interaction✓ and socialisation needs. Workers naturally want to belong and discuss issues with others in meetings and team buildings.✓ (2)

2.4

2.4.1 *Prejudice* is an unfair and unreasonable opinion of a person,✓ usually formed without enough prior thought or knowledge of the person.✓ (2)

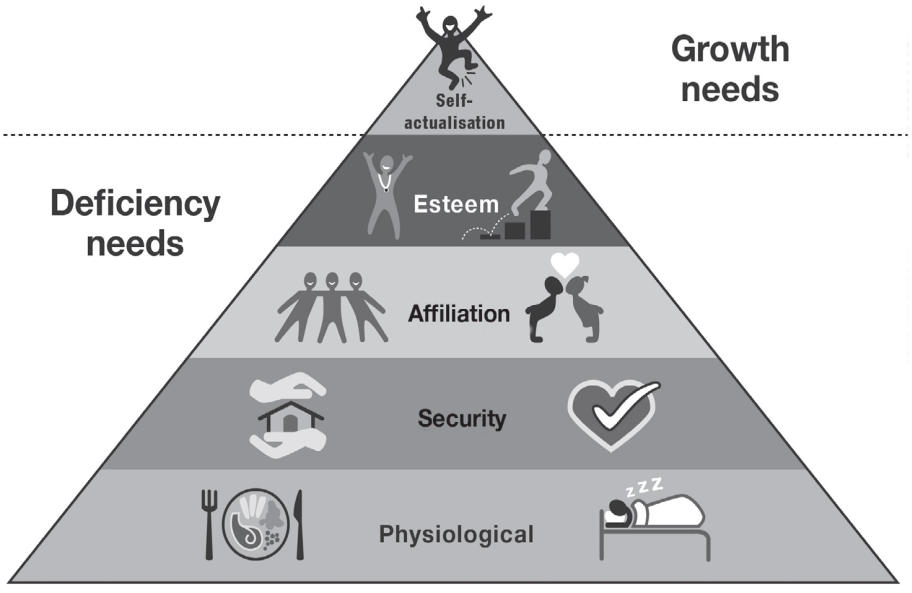
2.4.2 *Stereotyping* means labelling✓ a person just because the person belongs to a certain group,✓ / a fixed general impression✓ about the characteristics of a certain group of people.✓ (2)

2.5 'All managers are the same!' (1)

2.6 People create communication barriers intentionally/deliberately✓ because of fear of familiar and unfamiliar consequences of their actions.✓ (2)

2.7 Yes. He avoided the manager the whole day. (2)

2.8



[Source: Succeed in Management Communication, Oxford]
(ONE mark for each level) (5 x 1) (5)

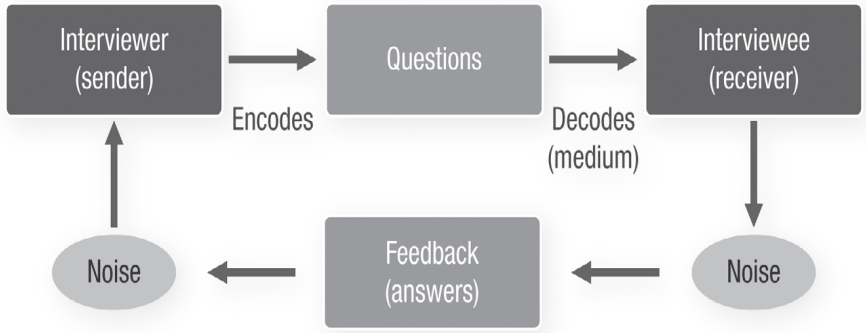
2.9
- Primary reference group:✓ Those people with whom Molefi (an individual) has direct contact, like the family✓
- Secondary reference group:✓ The people with whom Molefi (an individual) has indirect contact, like the in-laws✓ (4)

[25]

QUESTION 3: INTERVIEWING

3.1
- Collect information about the organisation.
- Know the job requirements and make certain that the particular job is relevant to you.
- Ensure that you are well groomed and look professional.
- Make sure that all your personal documents (CV, ID, qualifications, driver's license, etc.) are organised and readily available.
- Collect typical interview questions and practise answering these at home.
- Usually, the applicant is given an opportunity to ask a few questions. Prepare relevant questions beforehand. (Any 4 × 1) (4)

3.2



[Source: Succeed in Management Communication N4, Oxford]

Candidates to draw and label with the following elements:

- Sender – Interviewer✓
- Encodes using a code – any language✓
- Message-questions ✓
- Channel/medium – face to face/voice✓
- Receiver decodes message – interviewee✓ interprets questions✓
- Feedback – answers from the interviewee✓
- Noise – mention any disturbance✓

(Elements on their own do not answer this question) (8)

3.3
- Closed question:✓
  Do you drive?✓

- Open-ended question:✓
  Why do you want to work for us?✓

- Specific question✓
  Which high school did you attend?✓

- Reflective question✓
  You said you are a go-getter; how will that benefit us?✓

- Leading questions✓
  I think engineering is not good for girls. What is your opinion?✓

- Hypothetical questions✓
  If we hired you, what new things would you introduce here?✓

(Any 4 + 1 example on each) (4 × 2) (8)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 A – attention
I – interest
D – desire
A – action (4)

4.2
- It uses an interesting image/picture.
- It has a good slogan. (Any relevant ONE) (1)

[5]

QUESTION 5: MEETING PROCEDURE

5.1 A meeting is a gathering✓of two or more people in an organisation, who meet to discuss matters of mutual concern✓ within a specific time and to reach a common agreement. (2)

5.2
- Public meeting
- It was advertised in mass media (2 × 1) (2)

5.3 The announcement of a meeting/informing when and where the meeting will take place. (3)
[7]

TOTAL: 100

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