higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4

(Second paper)

(5140364)

28 May 2021 (X-paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

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

This question paper consists of 10 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT COMMUNICATION N4
(Second paper)
TIME: 2 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 section on a new page.
5. Write neatly and legibly.
6. A dictionary may be used.

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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	Interview where information is shared	A	social zone
1.1.2	Communication between two or more people as individuals or in small groups	B	barrier/noise
		C	persuasive interview
1.1.3	Distance of between half and one metre maintained between sender and receiver	D	personal zone
		E	proxemics
1.1.4	Distance of one to two metres is maintained	F	words or sentences that have more than one meaning
1.1.5	Personality traits, emotions or the psychological state of the sender or receiver cause the communication process to be ineffective	G	acoustic semiology
		H	informational interview
1.1.6	Use of space around people when communicating with others	I	psychological barrier
1.1.7	Ambiguity	J	interpersonal communication
1.1.8	Only possible answer is 'yes' or 'no'	K	closed question
1.1.9	Communication by sound		
1.1.10	Any factor that prevents communication from taking place effectively		

(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 In the communication process, the *message* is the ...

A destination of the message.
B the response of the receiver.
C the information that is sent to the receiver.
D interference.

1.2.2 Which ONE of the following is NOT an example of a perceptual barrier:

A Culture
B Interests
C Accent
D Age

1.2.3 … is listening that involves problem solving and evaluating information.

A Critical listening
B Appreciative listening
C Attentive listening
D Hearing

1.2.4 Which ONE of the following is a hypothetical question:

A 'If you were a manager, how would you handle conflict?
B What is your name?
C Why did you apply for this position?
D Do you have any experience in marketing?

1.2.5 Tacesics may be in the form of ...

A speaking.
B laughing.
C touch.
D smiling.

1.2.6 … is communication that takes place within oneself.

A Interpersonal communication
B Mass communication
C Intrapersonal communication
D Newspapers

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1.2.7 Acoustic semiology includes ...

A kinesics
B touch
C paralinguistics
D colour coding

1.2.8 … is information conveyed through pictures.

A Acoustic semiology
B Paralinguistics
C Colour coding
D Graphic representations

1.2.9 … is culture specific

A Listening
B Oral communication
C Colour-coding
D A television

1.2.10 A personal letter addressed to you falls under:

A Direct oral communication
B Indirect written communication
C Direct written communication
D Indirect oral communication

(10 × 1) (10)

1.3 Read the scenario below and answer the questions.

Veronica:	Hi, how are you?
Luthando:	Fine thanks.
Veronica:	Are you busy Friday afternoon?
Luthando:	No, not really. Why?
Veronica:	I saw an advert online advertising 50% off all brand names at Z's fashion store. Should we go shopping?
(Noisy students pass by, and Luthando asks Veronica to repeat what she said. Veronica tells her about the online advert again.)	
Luthando:	(smiling) Sounds like fun!
Veronica:	(Thinking to herself) I hope I get a big bargain!
Luthando:	I've got to get to class. See you later!

1.3.1 Define the term *communication*. (6)

1.3.2 Identify the sender and the receiver in the above scenario. (2)

1.3.3 What category of communication is the above conversation? Support your answer. (2)

1.3.4 Using evidence from the passage, discuss the element *noise.* (4)

1.3.5 Discuss the channel that was used for communication in the above scenario and state TWO of its advantages in communication. (2)

1.3.6 Name the barrier that caused ineffective communication between Veronica and Luthando. (1)

1.3.7 What do you understand by the term *phatic communication?* (3)

1.3.8 Look for ONE example of phatic communication between Veronica and Luthando and quote the statement word for word. (1)

1.3.9 Give ONE example of each of the following categories of communication from the scenario.

(a) Intrapersonal communication
(b) Mass communication

(2 × 1) (2)

[43]

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

Study the scenario below and answer the questions.

Molefi works for a small financial company. He has a good self-image and he usually works well under pressure. His manager, Mr Moloi, asked him to complete the budget and he gave him a strict deadline. Molefi worked hard to complete the task, but on the day that his budget had to be completed, a virus destroyed all the information on his computer, including his budget. He was frantic and stressed! Molefi thought to himself: 'All managers are the same! I know that he will never believe me!' Instead of explaining the situation to Mr Moloi, he avoided him the whole day!

2.1 State THREE elements of self-image. (3)

2.2 Give Molefe TWO sentences of advice on how to improve his self-image. (2)

2.3 Explain *social needs* of workers in the workplace. (2)

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2.4 Define the following concepts:

2.4.1 Prejudice

2.4.2 Stereotyping

(2 × 2) (4)

2.5 Identify an example of stereotyping from the scenario and quote it. (1)

2.6 Explain the term *gatekeeping.* (2)

2.7 Do you think Molefi is guilty of gatekeeping? Substantiate your answer. (2)

2.8 As a manager, Mr Moloi has the responsibility to ensure that his employees' needs are met in the workplace.

Illustrate Maslow's hierarchy of needs. (5)

2.9 Discuss TWO types of reference groups Molefi has as an individual within his community using examples. (4)

[25]

QUESTION 3: INTERVIEWING

Scan through the vacancies below (only the headings) and answer the questions.

22 www.sundayworld.co.za

MARULENG MUNICIPALITY

65 SPRINGBOK STREET, P O BOX 627, HOEDSPRUIT, 1380
TEL: 015 793 2409 • TEL: 015 793 2237 • FAX: 015 793 2341

MOPANI DISTRICT — MUNICIPAL MANAGER'S OFFICE

Applications are invited from suitably qualified and experienced candidates to fill the following vacant positions:

Position: Accountant: Expenditure
Directorate: Budget and Treasury
Type: Permanent - Remuneration: R210 702.28 per annum
Requirements: A NQF level 6 or BTech/ Degree in Accounting or equivalent. Minimum of two (02)2 years dealing with finance in local government. Good interpersonal and written communication skills. A driver's license will be advantageous.

Position: Assets Clerk
Directorate: Budget and Treasury
Type: Permanent - Remuneration: R106 841.73 per annum
Requirements: A NQF level 6 or BTech/ Degree in financial related field, asset management, computer literacy, good communication and drivers licence as additional.

Position: Senior Clerk: Budget Control and Financial Reporting
Directorate: Budget and Treasury
Type: Permanent - Remuneration: R125 685.60 per annum
Requirements: A NQF level 6 or Btech/ Degree in Accounting or equivalent. Minimum of 2 years dealing with finance in local government. Good interpersonal and written communication skills. Computer literacy, a driver's license will be an added advantage.

Position: Senior Accountant: Expenditure
Directorate: Budget and Treasury
Type: Permanent - Remuneration: R291 432.00 per annum plus 25% car allowance
Requirements: A NQF level 6 or BTech/ Degree in Accounting or equivalent. A postgraduate degree in Accounting field will be an added advantage. Minimum 3-4 years experience dealing with finance in local government. Good interpersonal and written communication skills. A driver's licence will be advantageous.

Position: Senior Accountant: Revenue
Directorate: Budget and Treasury
Type: Permanent - Remuneration: R291 432.00 per annum plus 25% car allowance
Requirements: A NQF level 6 or Degree or BTech in Accounting or equivalent. A postgraduate degree in Accounting field will be an added advantage. Minimum 3-4

work. A valid driver's licence.

Position: Town Planner
Directorate: Spatial Planning and Economic Development
Type: Permanent - Remuneration: R179 092.84 per annum
Requirements: A three-year tertiary qualification in Town and Regional Planning field as a minimum requirement. At least two years experience in spatial planning or related field. Registered with SACPLAN. Good technical planning skills. A sound understanding of planning and land use management policies and legislation. Knowledge of GIS. Good administrative and communication skills. A valid driver's licence.

Position: Senior Technician
Directorate: Technical Services
Type: Permanent - Remuneration: R291 432.00 per annum plus 25% car allowance
Requirements: A NQF level 6 or B-Tech/ Degree in Civil Engineering or Equivalent. A minimum of 3-4 years experience in infrastructure development in the Public or Private Sector. Experience in Operations and Maintenance of Municipal Infrastructure will be an added advantage. Computer literacy. Auto CAD operation. Well developed interpersonal and communication skills. Registration with the relevant professional bodies. A valid driver's licence.

Position: Artisan: Electrician
Directorate: Technical Services
Type: Permanent - Remuneration: R152 228.97 per annum
Requirements: N6 in Electrical engineering. A competency Artisan certificate. Minimum four (04) years experience in the field. A valid driver's licence.

Position: Foreman: Water and Sanitation
Directorate: Technical Services
Type: Permanent - Salary: R125 685.60 per annum
Requirements: Minimum Grade 10/STD 8 and N3 in Civil/Construction certificate or equivalent. One (2) year experience. A valid motor vehicle driver's licence (code 10 + PDP) and the ability to lead a team. An extensive knowledge and understanding of water and sanitation provision.

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Position: Indigent Register Clerk

3.1 Dumisani is applying for a position as Senior Clerk. He is invited for an interview.

Provide Dumisani (the applicant) with FOUR hints for preparing for the interview. (4)

3.2 Illustrate the interview that Dumisani is going to attend as a communication process according to Jacobson. (8)

3.3 State FOUR types of questions that Dumisani should expect to be asked in that interview. Give an example of a full question of each type. (4 × 2) (8)

[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

Study the advertisement below and answer the questions.

[Source: *https://www.coca-colacompany.com/stories/coca-cola-one-brand-platform-hitting-stride-in-south-africa*]

4.1 Explain what AIDA stands for in advertising. (4)

4.2 How does the above advert draw attention? (1)
[5]

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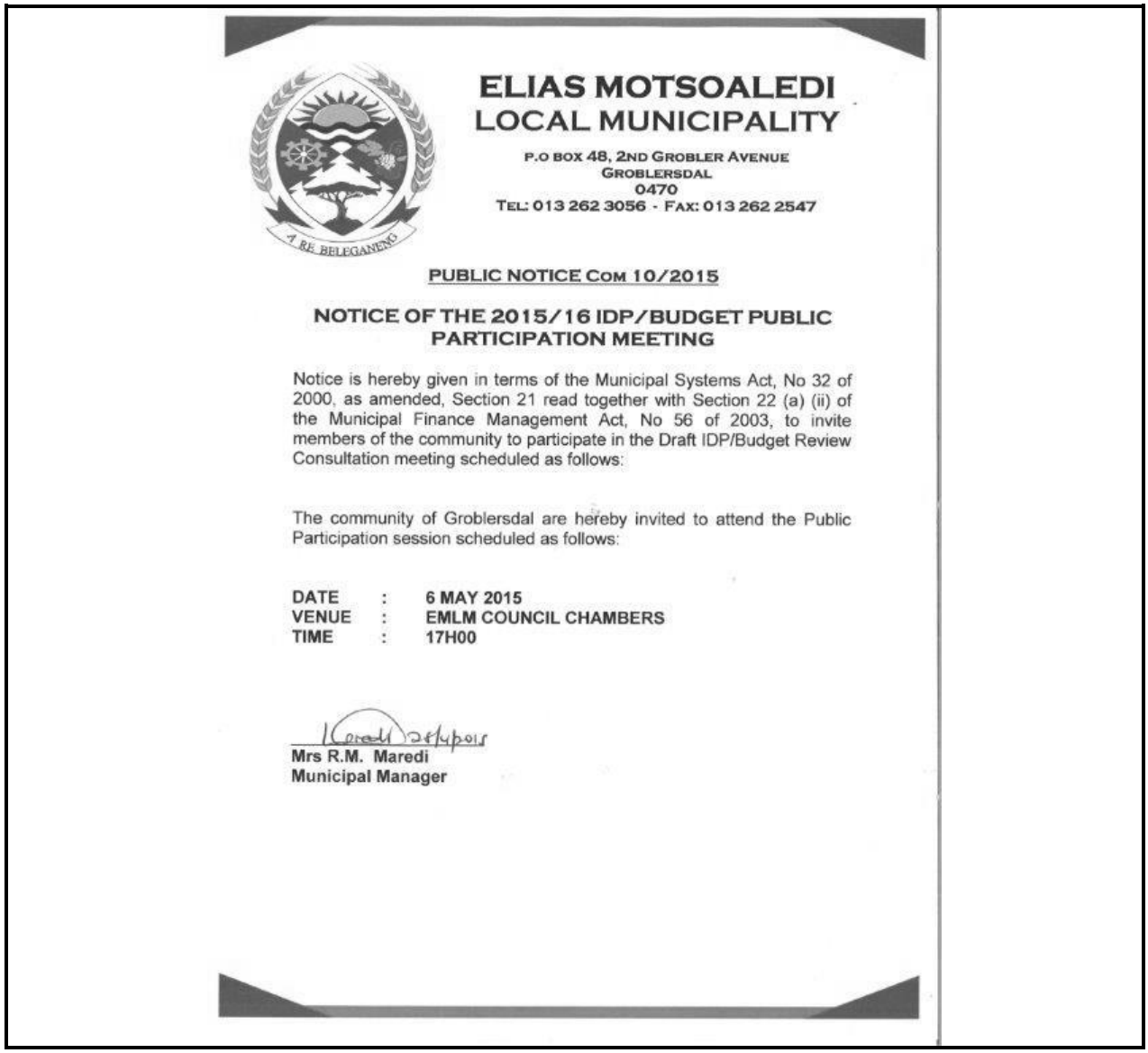
QUESTION 5: MEETING PROCEDURE

Read the scenario below and answer the questions.



ELIAS MOTSOALEDI
LOCAL MUNICIPALITY

P.O BOX 48, 2ND GROBLER AVENUE
GROBLERSDAL
0470
TEL: 013 262 3056 - FAX: 013 262 2547

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PUBLIC NOTICE COM 10/2015

NOTICE OF THE 2015/16 IDP/BUDGET PUBLIC PARTICIPATION MEETING

Notice is hereby given in terms of the Municipal Systems Act, No 32 of 2000, as amended, Section 21 read together with Section 22 (a) (ii) of the Municipal Finance Management Act, No 56 of 2003, to invite members of the community to participate in the Draft IDP/Budget Review Consultation meeting scheduled as follows:

The community of Groblersdal are hereby invited to attend the Public Participation session scheduled as follows:

DATE : 6 MAY 2015
VENUE : EMLM COUNCIL CHAMBERS
TIME : 17H00

Mrs R.M. Maredi
Municipal Manager

5.1 Define the term *meeting.* (2)

5.2 Is the above meeting a public or a private meeting? Support your answer. (2)

5.3 Explain the term *notice of a meeting*. (3)
[7]

TOTAL: 100

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