



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**NOVEMBER EXAMINATION**

**COMMUNICATION N4**  
**(Second Paper)**

**11 NOVEMBER 2013**

**This marking guideline consists of 5 pages.**

**SECTION A****QUESTION 1**

1.1	1.1.1	F		
	1.1.2	G		
	1.1.3	J		
	1.1.4	H		
	1.1.5	K		
	1.1.6	M		
	1.1.7	L		
	1.1.8	A		
	1.1.9	I		
	1.1.10	E	(10 × 1)	(10)
1.2	1.2.1	Ethnocentricity		
	1.2.2	Secretary		
	1.2.3	Reasoning		
	1.2.4	Perceptual barriers		
	1.2.5	Stereotyping		
	1.2.6	Phatic communication		
	1.2.7	Acoustic semiology		
	1.2.8	Proxy		
	1.2.9	Personality		
	1.2.10	Consensus groups	(10 × 1)	(10)

1.3	1.3.1	True
	1.3.2	False
	1.3.3	False
	1.3.4	False
	1.3.5	True
	1.3.6	False
	1.3.7	True
	1.3.8	True
	1.3.9	True
	1.3.10	True

(10 × 1) (10)  
[30]

**TOTAL SECTION A: 30**

## SECTION B

### QUESTION 2

- 2.1
- Sender – communicator, addresser, transmitter, source or encoder – initiates and formulates the message
  - Receiver – respondent - the person to whom the message is directed/ intended
  - Message – the information being conveyed
  - Noise – interference or barrier that might arise
  - Feedback – reaction by receiver; conscious or unconscious; positive or negative; direct or indirect
- (Any 4 × 2) (8)
- 2.2
- Speak effectively
  - Provide sensible feedback
  - Maintain sound interpersonal relationships
  - Increase productivity
  - Listen well
  - Motivate, encourage and persuade co-workers, etc.
- (Any 5 × 1) (5)
- 2.3
- |       |                                 |
|-------|---------------------------------|
| 2.3.1 | Positive auditive communication |
| 2.3.2 | Indirect written communication  |
| 2.3.3 | Direct oral communication       |
| 2.3.4 | Graphic representation          |
- (4 × 1) (4)
- 2.4
- Listen actively and show interest
  - Do the necessary preparation
  - Attempt to co-ordinate your thoughts
  - Take note of non-verbal cues
  - Be familiar with the subject beforehand
  - Distinguish between the main ideas and their supporting detail, etc.
- (Any 5 × 1) (5)

2.5 Non-verbal communication refers to the transmission of messages by means other than language, such as:

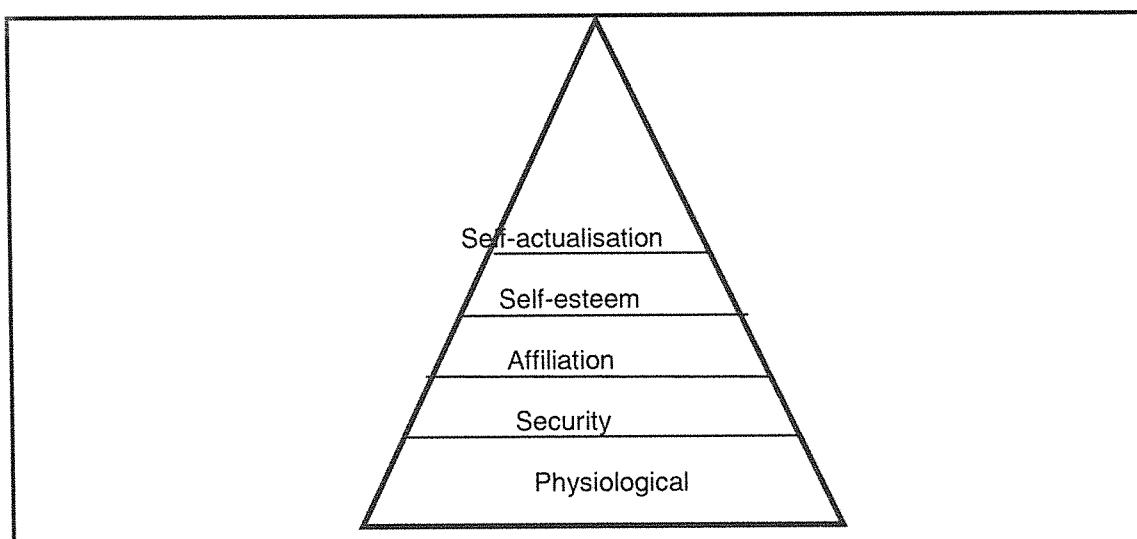
- gestures
- facial expressions
- dress, etc

(3)  
[25]

### QUESTION 3

#### A.H. Maslow's hierarchy of need

3.1



(6)

- 3.2
- Physical dimension
  - Dexterity dimension
  - Intellectual dimension
  - Psychological dimension
  - Sexual dimension

(Any 5 × 1) (5)

3.3 A communication barrier is a noise or any other disturbance that prevents a message from being received or perceived by the receiver.

(2)

- 3.4
- |       |   |
|-------|---|
| 3.4.1 | D |
| 3.4.2 | B |
| 3.4.3 | A |
| 3.4.4 | C |
| 3.4.5 | E |

(5)

3.5 Gate-keeping is a deliberate creation of communication barriers because of fear of known and unknown consequences.

(2)

- 3.6
- Positive view of oneself
  - Acceptance of oneself
  - Accept others as they are and give them a fair chance
  - Capable of controlling emotions
  - Set realistic goals
  - Say positive things about yourself
  - Prepared to take calculated risks
- (Any 5 × 1) (5)  
[25]

**QUESTION 4**

- 4.1
- Make sure the receptionist expects the applicant.
  - Greet the applicant by name.
  - Use warm tone of voice.
  - Engage in small talk.
  - Use simple clear language.
- (5)
- 4.2
- |       |   |  |
|-------|---|--|
| 4.2.1 | C |  |
| 4.2.2 | E |  |
| 4.2.3 | A |  |
| 4.2.4 | D |  |
| 4.2.5 | B |  |
- (5)
- 4.3 An interview is a specialised form of preplanned verbal and non-verbal interpersonal communication between two or more parties on matters of mutual interest and completed within a restricted period of time.
- (3)
- 4.4 A disciplinary interview is a formal, interpersonal conversation between the authority and subordinate aimed at changing behaviour that is harmful.
- (2)  
[15]

**QUESTION 5**

- 5.1 Casting vote is the deciding vote given to the chairperson in case of a deadlock.
- 5.2 Ad hoc committee is a temporary committee established for a specific purpose.
- 5.3 To co-opt is to appoint a person instead of being elected into a committee.
- 5.4 Honorarium - amount of money is voluntarily awarded for service rendered.
- 5.5 Kinesics is about gestures and movements that influence communication and interpretation of communication.
- (5 × 1) [5]

**TOTAL SECTION B: 70**  
**GRAND TOTAL: 100**