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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N4
(Second Paper)

(5140344)

11 November 2013 (Y-Paper)
13:00–16:00

This question paper consists of 7 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
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. Check the mark allocation and answer accordingly.
 6. Write neatly and legibly.
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SECTION A**QUESTION 1**

- 1.1 Choose an item/a word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–M) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	The context within which an individual perceives and judges matters	A	proxemics
1.1.2	Ending a meeting before all items on the agenda have been completed	B	amendment
1.1.3	Type of communication that depends on sight	C	acoustic semiology
1.1.4	Time restriction placed on discussing a proposal	D	special meetings
1.1.5	Barriers that occur when sender and receiver attach different meanings to a particular word or expression	E	private meetings
1.1.6	Communication within oneself	F	frame of reference
1.1.7	The flow of information between employees on the same level	G	adjournment
1.1.8	The use of space or distance to communicate	H	guillotine ruling
1.1.9	This person is also known as transmitter	I	sender
1.1.10	Only members are allowed to vote at these meetings	J	visual semiology
		K	semantic
		L	horizontal communication
		M	intrapersonal communication

(10 × 1) (10)

- 1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.
- 1.2.1 A tendency on the part of one culture to judge other cultures according to its own cultural norms and values
 - 1.2.2 This person is responsible for handling money if the organisation does not have a treasurer
 - 1.2.3 The logical process of thinking
 - 1.2.4 These could involve differences in background, qualifications, experience and religion which could result in misunderstandings
 - 1.2.5 Attributing a single characteristic to a person because he/she belongs to a particular group
 - 1.2.6 The use of words to establish rapport rather than meaning
 - 1.2.7 Reading messages from certain sounds; audible signals rather than language
 - 1.2.8 Authority to vote on another person's behalf
 - 1.2.9 Refers to the integrated organisation of an individual's psychological, social, moral and physical qualities
 - 1.2.10 These groups are formed to solve problems
- (10 × 1) (10)
- 1.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.
- 1.3.1 Common law refers to a series of habits and customs which reflect the ideas, norms and principles of members of a specific group.
 - 1.3.2 Questions from the interviewer which relate to an applicant's spouse and children would be regarded as permissible since they elicit information which might be useful to the organisation.
 - 1.3.3 Functional groups are usually formed to solve problems.
 - 1.3.4 The physical dimension relates to how the individual perceives his/her technical and social skills by comparing them to the corresponding skills of meaningful others in his/her life.
 - 1.3.5 Affiliation needs, involve the need to receive love as well as the need to be accepted by, and to belong to, a certain group.
 - 1.3.6 Communication is a one-way process during which information is transmitted from a sender to a receiver who reacts to the stimulus by means of feedback.

- 1.3.7 Line organisation involves putting senior staff members directly in charge of junior employees.
- 1.3.8 Information-sharing groups are used for brainstorming rather than decision making.
- 1.3.9 The deliberate creation of communication barriers for fear of known or unknown consequences is referred to as gate-keeping.
- 1.3.10 Functional organisation involves appointing an expert in a particular field as senior over similarly trained subordinates.

(10 × 1)

(10)
[30]**TOTAL SECTION A:****30****SECTION B****QUESTION 2: BASIC COMMUNICATION PRINCIPLES**

Read the passage below and answer the questions.

You work as a manager for 21st Century Bank in Durban. Your department is responsible for planning, organising, marketing and launching of a special project. Currently you are involved with a customer care-line phone service for customers. You report directly to the managing director and manage a team comprising of a personal assistant, an assistant manager and two administrative clerks.

Customer care-line is a dedicated department with telephones manned by trained telephone executives. They provide information on 21st Century Bank's product range.

- 2.1 Identify and briefly explain the FOUR main elements of the communication process. (Any 4 × 2) (8)
- 2.2 Give FIVE reasons why it is important to communicate effectively at 21st Century Bank. (Any 5 × 1) (5)
- 2.3 Select a term from the following list to indicate the type of verbal or non-verbal communication in each situation below:
- (a) Positive auditive communication
 - (b) Graphic representation
 - (c) Direct oral communication
 - (d) Direct written communication
 - (e) Indirect written communication
- 2.3.1 A telephone operator answers a telephone with a warm tone of voice.
- 2.3.2 21st Century Bank publishes a promotional pamphlet for its customer care-line.

- 2.3.3 The manager asks the personal assistant to type a feedback report. (4)
- 2.3.4 A pie chart is used to indicate the number of callers for each month. (4)
- 2.4 Give FIVE guidelines for improved listening skills. (5)
- 2.5 Briefly explain non-verbal communication and give an example. (3)
- [25]

QUESTION 3: INTERPERSONAL RELATIONS AND SOCIAL INTERACTION

- 3.1 A.H. Maslow developed a theory according to which he proposed FIVE levels of needs which every employee seeks to satisfy. (6)
- Illustrate Maslow's hierarchy of needs graphically. (6)
- 3.2 State the FIVE dimensions of self-image. (5)
- 3.3 Define the concept *communication barrier*. (2)
- 3.4 Choose a description from COLUMN B that matches the communication barrier in COLUMN A. Write only the letter (A–E) next to the question number (3.4.1–3.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.4.1	Physical barrier	A	a client who owes the bank fails to answer his telephone
3.4.2	Semantic barrier	B	a trainer is warned not to use jargon when providing in-service training
3.4.3	Gate-keeping	C	a nervous job applicant finds it difficult to perform well during the interview
3.4.4	Psychological barrier	D	a faint telephone line prevents the telephone operator from hearing whom the caller wants to talk to
3.4.5	Physiological barrier	E	the telephone operator has a severe headache

(5 × 1) (5)

- 3.5 Explain the term *gate-keeping*. (2)
- 3.6 Give FIVE characteristics of a good self-image. (5)
- [25]

QUESTION 4: INTERVIEWS

You advertise FIVE vacant positions for telephone operators, whose responsibility would be to answer the telephone in the customer care-line department. After various interviews with interested applicants, the five most suitable candidates were appointed.

4.1 Indicate how you can create a positive climate during the interview. (5)

4.2 Choose the specific question from COLUMN B that matches the type of question in COLUMN A. Write only the letter (A–E) next to the question number (4.2.1–4.2.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
4.2.1	Hypothetical	A Can you work under pressure?
4.2.2	Open-ended	B What salary do you expect to earn?
4.2.3	Specific	C If you were given a full year's leave now, how would you spend your time?
4.2.4	Leading	D I think the government should introduce a four-day working week. Do you agree?
4.2.5	Closed	E Why would you want to work for us?

(5 × 1) (5)

4.3 Define the term *interview*. (3)

4.4 Give a brief explanation of a disciplinary interview. (2)
[15]

QUESTION 5

Briefly explain the following meeting terminology:

5.1 Casting vote

5.2 Ad hoc committee

5.3 Co-opt

5.4 Honorarium

5.5 Kinesics

(5 × 1) [5]

TOTAL SECTION B: 70
GRAND TOTAL: 100