

GENERAL STUDIES

Communication

N4

TASK 1

Date

13-17 February 2017

Duration

1 week

Total marks

100

Instructions

- 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.
- 5 Keep questions and sub-sections of questions together

QUESTION 1: Basic communication principles

- 1.1. There are many advantages of good, clear and properly understood communication IN THE WORKPLACE. List 5 such advantages. (5x2) (10)
- 1.2. Choose a description from COLUMN B that matches a word/item in COLUMN A. Write only the letter next to the question number.

EXAMPLES OF VISUAL NON-VERBAL COMMUNICATION			
	COLUMN A		COLUMN B
1.2.1	Facial expressions	A	Hanging head down; slouching
1.2.2	Gestures, hand signals	B	The physical space kept between you and others
1.2.3	Body language and posture	C	The same sweets look more expensive in a shiny, silver box than a brown paper bag
1.2.4	Body movements	D	Frowning; smiling; raising eyebrows
1.2.5	Physical action	E	Dance; tapping fingers; dragging feet
1.2.6	Proxemics	F	Sign language; a happy wave; "Come here!"
1.2.7	Colour	G	Capital letters may look like "shouting"
1.2.8	Typography	H	Slamming a door; running away; fanning your face
1.2.9	Packaging and presentation	I	Red presents energy, danger, fire, passion, etc.
1.2.10	Manufactures signals and signs	J	Photos; drawings; graphic design; film
		K	Traffic lights; road signs; flags; logos; rubber stamps

(10)

- 1.3. Think of the different CATEGORIES of communication. Now identify which category of communication is involved in each of the following examples:
- 1.3.1 The manager discusses the tasks for the day with her secretary. (1)
 - 1.3.2 After work the secretary attends a public meeting where the ward councilor addresses the audience on local issues. (1)
 - 1.3.3 The manager is meanwhile on her way home and listens to the financial news on her car radio while driving. (1)
 - 1.3.4 She wonders how badly the rise in the petrol price will affect the business. (1)
 - 1.3.5 She loses concentration and almost bumps into the car in front of her. The driver shakes his head at her and lifts his hands in a gesture of impatience. (1)
- 1.4. Proxemics is the study of how space and distance between people influences the communication between them. Hall has noted four territorial zones (distances) people use to control their relations with others. Now read through the following list of situations and decide which space zone people would use in each (ALSO indicate the distance in meters applicable to the specific zone).
- 1.4.1 Travelling up an escalator with only a few other people. (1)
 - 1.4.2 Strap hanging in a crowded bus. (1)
 - 1.4.3 Lecturing to students in a lecture room. (1)
 - 1.4.4 Sitting on the beach with your boyfriend/girlfriend. (1)
 - 1.4.5 Talking to a client in your office. (1)

[30]

QUESTION 2: Interpersonal Relationships and Social Interaction

- 2.1. In his hierarchy of needs, Maslow has suggested that there are different levels of needs that we all strive to satisfy. In business it is essential for management to know the needs of their employees, colleagues and clients in order to run a successful business.
- 2.1.1 DRAW Maslow's hierarchy of needs AND indicate the different levels by numbering it. (5x2) (10)
 - 2.1.2 NOW study the following and decide which of Maslow's needs are causing the situations.
 - (a) Capenet offers ABET courses to their unskilled employees during working hours. (1)
 - (b) Hospital workers go on strike for shorter working hours. (1)
 - (c) Mutualco HR Divisional manager organises a teambuilding weekend at a spa resort, with all expenses paid. (1)

- (d) A key temporary staff member of long-standing suddenly gives immediate notice and moves to a permanent position with the opposition company. (1)
- (e) "You won't catch me standing in for him again – he never even said thank you." (1)
- 2.2 All the elements of your self-image relate to the various dimensions that make up your whole being. LIST 5 of these dimensions of self-image, and briefly explain each. (10)
- 2.3 A barrier to good interpersonal communication or social interaction seldom operates on its own. Identify the main barriers in the following scenarios:
- 2.3.1 Khabane takes the elevator to his office on the 8th floor every morning. It is often dirty inside; it creaks and sometimes stops between floors for no reason. All this irritates Khabane, as he is a neat and organised person. (1)
- 2.3.2 Khabane has tried to walk up the eight floors but he hurt his knee at the gym and wants to take it easy. He feels frustrated because he is forced to take the lift. (1)
- 2.3.3 Every morning he starts to feel gloomy and negative as soon as he enters the foyer. Only after a cup of coffee in his office and a smile from his friendly colleague, Pieter, does Khabane feel he can face the day. (1)
- 2.3.4 Khabane and Pieter recently decided to teach each other the basics of their home language, to make communication between them even more comfortable. (1)
- 2.3.5 The more Khabane thinks about it, the more he is convinced that the company's priorities are wrong. They spend thousands on an annual year-end party, but they don't get someone out to repair the elevator for good. They expect him to work hard, but they don't make it any easier for him to get in and out of his office. "The company doesn't care about me," he thinks. (1)

[30]

QUESTION 3: Organisational communication skills

- 3.1. Choose a description from COLUMN B that matches a word/item in COLUMN A. Write only the letter next to the question number.

	COLUMN A		COLUMN B
3.1.1	Written communication	A	Mostly direct communication
3.1.2	Oral communication	B	Form of address showing respect
3.1.3	Non-verbal communication	C	Keeping to the company's

3.1.4	Ma'am		dress code
3.1.5	Salutation	D	Professional title
		E	Legal documents
		F	Shows to whom the letter is addressed
		G	Always electronic

(5)

- 3.2. Read through the following scenario and insert words from the text box in the right place to explain the different forms of communication that is taking place. ONLY write down the answer. You do not have to rewrite the paragraph.

acoustic non-verbal communication; verbal communication; visual non-verbal communication; written communication; visual non-verbal communication; written communication; verbal communication

Jeanette explains (3.2.1) to her team why the sales of their product stagnated during a certain period of the year. She uses a line graph (3.2.2) to support her presentation. The team refers to the printed notes (3.2.3) she has handed out. They ask questions and make notes of their own. Jeanette's professional appearance (3.2.4) and knowledgeable approach inspire confidence in them. Her tone of voice (3.2.5) remains friendly and self-assured throughout the presentation.

(5)

[10]

QUESTION 4: Interviewing

Read through the following scenario and answer the questions that follow.

A lady, Miss Abrahams, arrives for an interview. She has applied for the receptionist position. She is very attractive. She is wearing tight jeans, high heeled boots and her bright red hair is hanging loosely in her face. Her bright red lipstick matches her hair and her eye make-up is also bright. There is an ugly stain on her blouse. She is five minutes early for her interview. When the receptionist greets her, she returns the greeting and announces who she is with a smile.

Interviewer 1:	Good morning, Miss Abrahams. How are you this morning?
Miss Abrahams:	I am well thank you.
Interviewer 2:	Tell us about yourself.
Miss Abrahams:	Well, I am an outgoing person who gets along with people. I am not scared of any challenges and I have a beautiful daughter.
Interviewer 1:	That's lovely. We see that you are 21 years old. Do you think you can deliver at such a young age while being a parent?
Miss Abrahams:	I do have support. My mother has agreed to take care of my daughter.
Interviewer 3:	I think we should have a crèche for kids at the workplace, don't you?

- 4.1 Read the introductory part before the interview is conducted and identify ONE aspect that is considered good interview behaviour. (1)
- 4.2 Identify THREE bad interview behaviours as described in the pre-interview introduction ("don'ts"). (3)
- 4.3 What type of questions are the following? Choose from the text box below. Write ONLY the correct term next to the question number.

closed question; open question ; hypothetical question; leading question

- 4.3.1 Tell us about yourself. (1)
- 4.3.2 I think we should have a crèche for kids at the workplace, don't you? (1)
- 4.3.3 Are you 21 years old? (1)
- 4.4 Identify negative interview behaviour with regard to body language after the first question was posed. (1)
- 4.5 Supply a reason why such a friendly, outgoing person would behave negatively as in Question 4.4. (1)
- [10]**

QUESTION 5: Mass media and advertising

- 5.1 Illustrate the mass communication process using the Model of Mass Communication for the following scenario, and make sure that you use all the necessary keywords for this: "A religious service on the radio" (6)
- 5.2 Briefly discuss FOUR functions of the mass media. (4)

[10]

QUESTION 6: Meeting theory

- 6.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A-E) next to the question number.

	COLUMN A		COLUMN B
6.1.1	Resolution	A	A list of items/topics to be discussed at a meeting
6.1.2	Constitution	B	The rules and regulations that govern the activities of the organisation
6.1.3	Agenda	C	An accurate, unbiased record of the proceedings of a meeting
6.1.4	Quorum	D	A decision that has been taken at a meeting
6.1.5	Minutes	E	The minimum number of people to be present for the meeting to be valid

(5)

- 6.2 Identify the type of meeting which is described below:

6.1.1 A meeting held once a year where the committee is elected. (1)

6.1.2 A meeting that is called urgently to discuss on item of business. (1)

- 6.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only "true" or "false" next to the question number.

6.1.1 A chairperson ensures that certain individuals do not have the floor all the time. (1)

6.1.2 The chairperson prepares the meeting venue. (1)

6.1.3 The treasurer takes the minutes. (1)

[10]

TOTAL: [100]