

# higher education & training

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

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**JUNE EXAMINATION**

**COMMUNICATION N4  
(SECOND PAPER)**

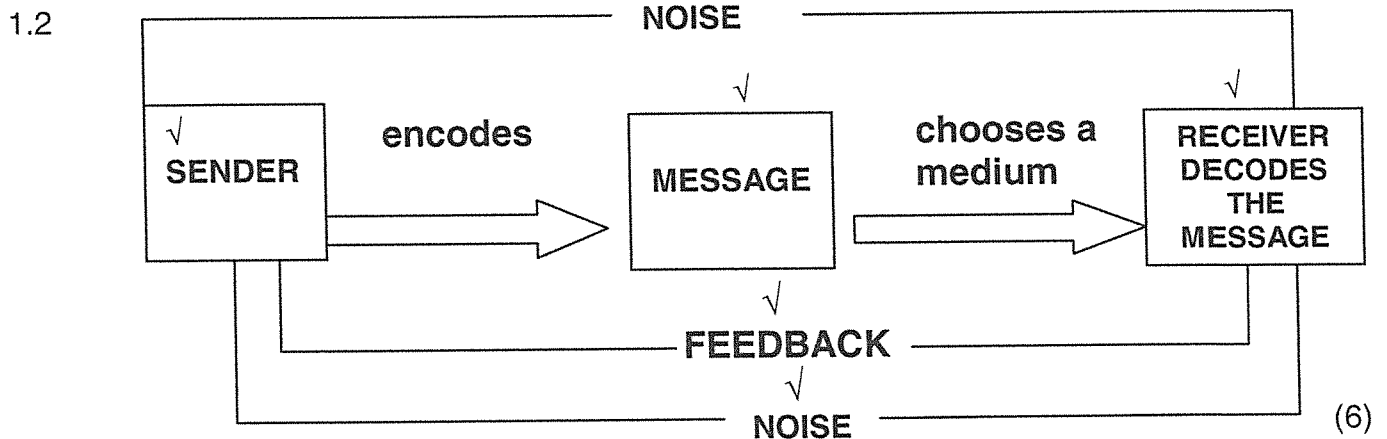
**10 JUNE 2014**

**This marking guideline consists of 6 pages.**

## SECTION A

## QUESTION 1: BASIC COMMUNICATION PRINCIPLES

- 1.1 Communication is a TWO-WAY PROCESS whereby information (MESSAGE) is sent from one person (SENDER) through a CHANNEL to another (RECEIVER) who in turn reacts by providing a FEEDBACK. ✓✓✓✓✓✓ (5)



- 1.3
- |       |        |
|-------|--------|
| 1.3.1 | True✓  |
| 1.3.2 | False✓ |
| 1.3.3 | False✓ |
| 1.3.4 | True✓  |
| 1.3.5 | False✓ |
- (5 x 1) (5)

- 1.4
- Let the speaker express thoughts fully without interruptions.
  - Make notes to remember important points.
  - Write down all verbal messages in order to pass on the right messages.
  - Ignore distractions and always show genuine interest in the conversation.
  - Look at the speaker when he/she is speaking.
  - Listen between the lines.
  - Keep your own ideas and opinions but be prepared to listen and absorb new ideas.
  - Listen to the speaker even when the message is dull or boring.
  - Listen critically and analyse ideas objectively.
  - Ask sensible questions to supply feedback and show empathy with non-verbal signs.
- (Any 5 x 1) (5)

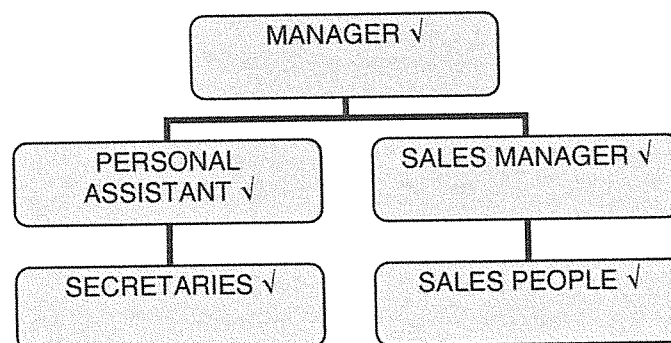
- 1.5
- |       |     |
|-------|-----|
| 1.5.1 | C ✓ |
| 1.5.2 | D ✓ |
| 1.5.3 | F ✓ |
| 1.5.4 | A ✓ |
| 1.5.5 | B ✓ |
- (5 x 1) (5)

1.6	1.6.1	Intimate zone-up to half a metre space reserved for special people in one's life. ✓		
	1.6.2	Personal zone: a space of half to one metre allowing no physical contact. ✓		
	1.6.3	Social zone: a one to two metres space allowing social/ casual conversation. ✓		
	1.6.4	Public zone a space of more than three metres for conversation. ✓	(4)	
1.7	1.7.1	B ✓		
	1.7.2	C ✓		
	1.7.3	B ✓		
	1.7.4	C ✓		
	1.7.5	A ✓		
	1.7.6	B ✓		
	1.7.7	A ✓		
	1.7.8	B ✓		
	1.7.9	C ✓		
	1.7.10	B ✓		
			(10 x 1)	(10)
				[40]
<b>TOTAL SECTION A:</b>				<b>40</b>

**SECTION B****QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION**

2.1	Self- image is <u>one's idea</u> of <u>what he/she thinks he/she is</u> . ✓✓✓		(5)
2.2	2.2.1	The way you think of yourself. ✓	
	2.2.2	What you think other people think of you. ✓	
	2.2.3	What you would like your image to be. ✓	(3)
2.3	2.3.1	Safety/ Security needs. ✓	
	2.3.2	Social needs. ✓	
	2.3.3	Physical/ Physiological needs. ✓	
	2.3.4	Safety/ Security needs. ✓	
	2.3.5	Esteem needs. ✓	
			(5 x 1) (5)

- 2.4
- Control your thoughts.
  - Recognise your strengths and your weaknesses.
  - Never say bad or negative things about yourself.
  - Don't be discouraged when criticised but evaluate criticism and improve yourself.
  - See failures and disappointments in a positive light.
  - Don't tolerate people/ jobs or situations that make you feel useless.
  - Pat yourself on the back when you have achieved your goals.
  - Interpret people's behaviour and intentions positively.
  - Remember, you CAN change your self- image anytime.
- (Any 5 x 1) (5)
- 2.5 The Primary reference groups consist of the immediate people you interact with, for example: immediate family, best friends, your manager or your favourite friends. The Secondary reference groups consist of the people whom we interact with at a distance, for example: relatives, relatives by marriage, managers, colleagues, friends of friends. ✓✓✓✓ (6)
- 2.6 Psychological Barriers are barriers that are caused by a psychological state such as anger, boredom, depression, distrust, fear or nervousness. ✓✓✓ (4)
- 2.7
- 2.7.1 Psychological barrier. ✓
- 2.7.2 Perceptual barrier. ✓
- (2)  
[30]
- TOTAL SECTION B: 30**

**SECTION C****QUESTION 3: INTRODUCTION TO ORGANISATIONAL COMMUNICATION****LINE ORGANISATION OF ACE CAR DEALERSHIP**

[5]

**TOTAL SECTION B: 5**

**SECTION D: INTERVIEWS****QUESTION 4**

- 4.1
- Don't dress too casually, too dramatically or too formally.
  - Look as if you would fit well with the organisation.
  - Do not wear too much make-up or extravagant jewellery.
  - Men wear suits or smart casual wear and jacket.
  - Women dress smartly, appropriately and comfortably.
  - It's good to try the interview outfit in advance to check whether it still fits you.
  - Use perfume or aftershave sparingly. First impressions last.
  - No extra bags or parcels to be brought in to the interview.
  - Pay attention to the finishing touches of your personal grooming.
- (Any 4 x 1) (4)
- 4.2
- Semantic barriers: the use of words not understood by both parties during an interview.
  - Psychological barriers: the emotional status of the interviewee can make him/her feel ...
  - inferior, nervous and afraid in a positive or a negative way.
  - Physical barrier: this can be a venue that can easily be disrupted, for example too hot or too cold, too much employee traffic or telephone calls.
  - Intercultural barriers: involvement of different cultures as in our country.
- (Any 3 x 2) (6)
- 4.3 The interviewer and the interviewee ✓✓ (2)
- 4.4
- Creating a positive climate.
  - Make sure the receptionist is expecting the applicant and knows him/her by name.
  - Greet the applicant by name when he/she enters and introduce yourself with a firm hand-shake and show the applicant where to sit.
  - Use a warm tone of voice for your opening remarks.
  - Allow the applicant to settle by engaging in small talk.
  - Use simple clear language and words which the applicant should know.
  - Beware of barriers like stereotyping, ethnocentric behaviour and prejudice.
- (Any 3 x 2) (6)
- 4.5 An interview is a pre-planned, formal conversation between two or more people to exchange information about a specific subject. ✓✓✓✓ (2)

**[20]****TOTAL SECTION D: 20**

SECTION E

QUESTION 5: MEETING PROCEDURE

- 5.1 Second.√
- 5.2 Chairperson.√
- 5.3 Secretary.√
- 5.4 Convening.√
- 5.5 Amendment.√

(5 x 1) (5)  
[5]

TOTAL SECTION E: 5  
GRAND TOTAL: 100