



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N160(E)(J10)H
JUNE EXAMINATION**

NATIONAL CERTIFICATE

**COMMUNICATION N4
(Second Paper)**

(5140344)

**10 June 2014 (Y-Paper)
13:00–16:00**

TWO dictionaries may be used.

NO electronic dictionaries may be used

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: 200

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.
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SECTION A**QUESTION 1: BASIC COMMUNICATION PRINCIPLES**

- 1.1 What is the definition of communication? (5)
- 1.2 Illustrate the main elements of the communication process as represented by Roman Jakobson. (6)
- 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 (1.3.1–1.3.5) in the ANSWER BOOK.
- 1.3.1 To encode is to use a language that is understood by both the sender and the receiver.
- 1.3.2 A smile is an example of verbal communication.
- 1.3.3 Interpersonal communication refers to communication within oneself, for example when one is thinking.
- 1.3.4 The receiver of a message is also known as the source of the message.
- 1.3.5 Feedback of the receiver does not help the communication to continue. (5 x 1) (5)
- 1.4 State FIVE factors which have a positive effect on listening skills. (5)
- 1.5 Choose the correct description from COLUMN B to suit the situation in COLUMN A. Write only the letter (A–F) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

COLUMN A	COLUMN B
1.5.1 An employee asks the manager to release him early	A direct written communication
1.5.2 Another employee phones the manager from home asking permission for sick leave	B indirect written communication
1.5.3 A student frowns when the lecturer speaks to her	C direct oral communication
1.5.4 She is given a code of conduct and she reads it	D indirect oral communication
1.5.5 During their lunch time students visit the learning centre to read newspapers	E verbal communication
	F non-Verbal communication

(5 x 1) (5)

- 1.6 Name the FOUR main communication zones as defined in proxemics. (4)
- 1.7 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.7.1–1.7.5) in the ANSWER BOOK.
- 1.7.1 Acoustic Semiology excludes ...
- A colour.
 - B paralinguistics.
 - C filler words.
- 1.7.2 Newspaper reports and advertisements are examples of ...
- A intrapersonal communication.
 - B interpersonal communication.
 - C mass communication.
- 1.7.3 ... refers to a logical, coherent process of thinking.
- A Frame of reference
 - B Reasoning
 - C Emotions
- 1.7.4 Which of the following is not a characteristic of effective communication?
- A Resolves conflict.
 - B Maintain sound interpersonal relationships.
 - C Facial expressions.
- 1.7.5 The components of the communication model exclude ...
- A interpersonal communication.
 - B transmitter.
 - C message.
- 1.7.6 ... communication refers to communication within oneself, for example when meditating or dreaming.
- A Mass
 - B Intrapersonal
 - C Extrapersonal
- 1.7.7 Information often conveyed by means of symbols, illustrations is called ...
- A Graphics.
 - B Proxemics.
 - C Tacesics

1.7.8 ... is the use of words to establish rapport or indicate a particular interpersonal or social relationship, rather than convey meaning.

- A Cultural relativity.
- B Phatic communication.
- C Kinesics.

1.7.9 Groups that are usually formed to solve problems are ...

- A Command groups.
- B Information groups.
- C Consensus groups.

1.7.10 ... behaviour involves an expression of one's own beliefs and wishes, along with threats and demands aimed at winning.

- A Assertive
- B Aggressive
- C Attitude

(10 x 1) (10)
[40]

TOTAL SECTION A: 40

SECTION B

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

2.1 Define the term *Self-image*. (5)

2.2 Name the THREE elements of a self-image. (3)

2.3 Study the following actions and classify them according to Maslow's hierarchy of needs.

2.3.1 Leslie buying a car because of transport problems to work.

2.3.2 The manager acting as a clown in the fundraising effort to improve the burnt old-age home.

2.3.3 A worker enjoying a glass of water during lunch.

2.3.4 A temporary staff member resigning to take up a permanent position in another company.

2.3.5 The Management Assistant serving as a board member of an organisation for orphans.

(5 x 1) (5)

- 2.4 Give FIVE guidelines to improve one's self-image. (5)
- 2.5 Differentiate between 'Primary reference groups' and 'Secondary reference groups'. Supply an example for each. (6)
- 2.6 Briefly discuss what is meant by a psychological barrier and give two examples. (4)
- 2.7 Which communication barrier is illustrated in each of the following instances?
- 2.7.1 'I nearly slapped her.' (2)
- 2.7.2 'Why didn't you indicate that you were going to stop the car? I always said it, that women are worse drivers. Look at my car now.' (2)
- TOTAL SECTION B: 30**

SECTION C

QUESTION 3: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

You are the Personal Assistant of Ace Car Dealership. Illustrate the line organisation of your garage. [5]

SECTION D: INTERVIEWS

QUESTION 4

- 4.1 Describe the appearance and grooming of a 'successful' interviewee. (4)
- 4.2 State and briefly explain THREE communication barriers which could ruin your interview as an interviewee. (2)
- 4.3 Define the term *interview*. (6)
- 4.4 Name THREE things the interviewer should keep in mind when preparing for the interview, as choosing the right person for the job is extremely important. (3)
- 4.5 What are the two types of interviews that take place in the work place? (2)
- TOTAL SECTION D: 20**

SECTION E**QUESTION 5: MEETING PROCEDURE**

Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (5.1–5.5) in the ANSWER BOOK.

- 5.1 To support a proposal is to (suspend, vote, second) it.
- 5.2 The (treasurer, chairperson) answers questions on a point of order.
- 5.3 The person who arranges and prepares a venue for a meeting is the (chairperson, secretary).
- 5.4 To inform members or give notices that a meeting is being arranged, is called (adjourning, convening, constituting) a meeting.
- 5.5 Change or alteration to a proposal is called (ballot, abstain, amendment).

(5 x 1) [5]

TOTAL: 100