higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N6
(Second Paper)

15 JUNE 2017

This marking guideline consists of 5 pages.

SECTION A

QUESTION 1

1.1   1.1.1   Poor self-image
          1.1.2   Eustress
          1.1.3   semantic
          1.1.4   Magnitude
          1.1.5   Physical/Physiological needs
          1.1.6   Subordination
          1.1.7   Rewards
          1.1.8   Functional conflict
          1.1.9   interviewer
          1.1.10   television

                                                (10 × 2)   (20)

1.2   1.2.1   False
          1.2.2   True
          1.2.3   True
          1.2.4   True
          1.2.5   True

                                                (5 × 1)   (5)

1.3   1.3.1   Television
          1.3.2   questioning
          1.3.3   Dysfunctional
          1.3.4   Needs
          1.3.5   Pressure

                                                (5 × 1)   (5)
                                                          [30]

                                        TOTAL SECTION A: **30**

SECTION B

QUESTION 2

2.1   Motivation comprises a group of factors that determines and drives an organism's behaviour and provides a person with an incentive or motive to act in a particular way.   (1)

2.2
- Policy
- Supervision
- Remuneration or salary
- Work environment   (Any 3 × 1)   (3)

2.3   Self-esteem   (1)

2.4

Pyramid from top to bottom:
- Self-actual-isation
- Self-esteem needs
- Affiliation or social needs
- Safety and security needs
- Physical or physiological needs

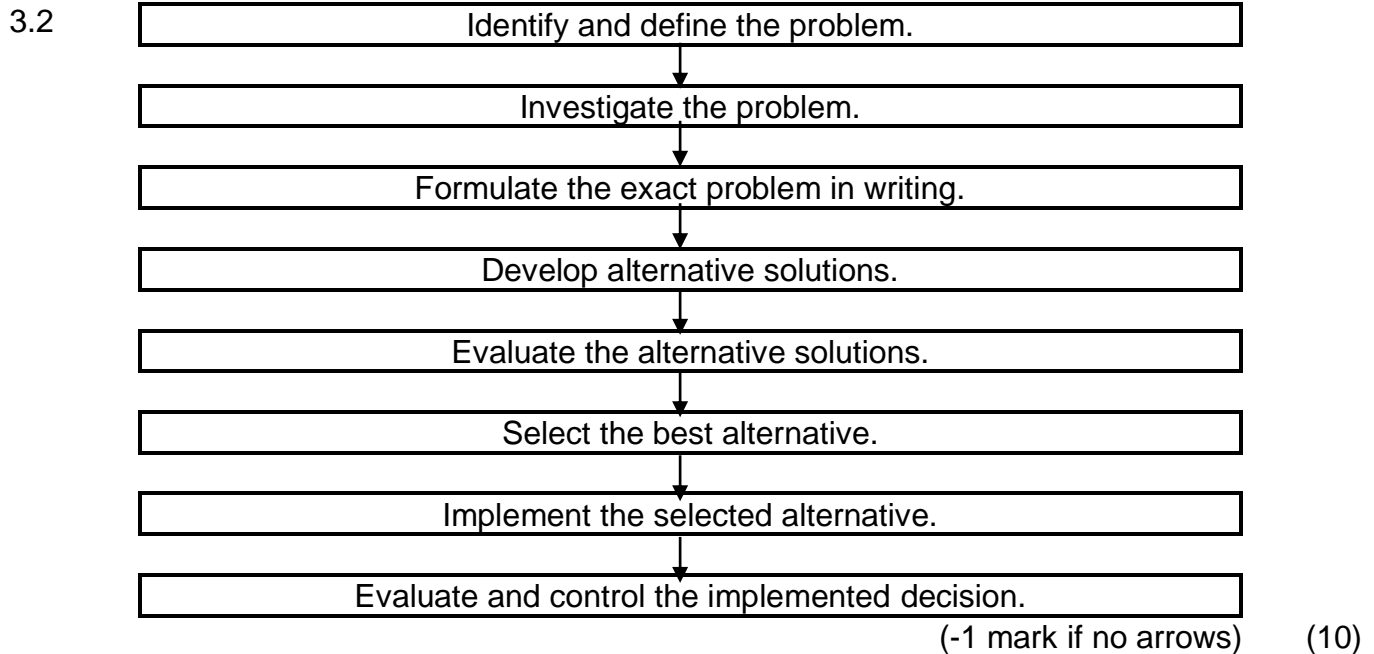(5 marks for the needs + 1 mark for the drawing)   (6)

2.5
- Need or drive level
- Incentive value of the goal
- Individual's expectations
- Individual's potential
- Conflicting or contradictory motives
- Unconscious factors   (Any 3 × 1)   (3)
[14]

QUESTION 3

3.1   • Demand for free education
          • Financial problems
          • Unaffordable tuition fees   (Any relevant 1 × 1)   (1)

3.2

Identify and define the problem.
↓
Investigate the problem.
↓
Formulate the exact problem in writing.
↓
Develop alternative solutions.
↓
Evaluate the alternative solutions.
↓
Select the best alternative.
↓
Implement the selected alternative.
↓
Evaluate and control the implemented decision.

                                                           (-1 mark if no arrows)   (10)

3.3   • Frame of reference (adequacy of available information)
          • Personality
          • Logical thinking
          • Emotions   (4)
                                                                       [15]

QUESTION 4

4.1   Functional conflict involves a mild level of conflict that is constructive in nature and usual to a healthier interpersonal relationship, improved performance and positive organisational results.   (2)

4.2   • Recognises management's right to take appropriate steps against any employee whose conduct is detrimental to the interest of the company
          • Recognises employee's right to a fair hearing and to appeal against any disciplinary measure which he/she regards as unjust
          • Emphasis on prevention, justice, and rehabilitation
          • Disciplinary procedure should only be instituted if any employee makes no effort to improve his/her behaviour   (4)

4.3   Disciplinary action is action on the part of the authority/management aimed at stopping behaviour that threatens to disrupt the functioning of the system.   (3)

4.4
- Training and development: mutual and open discussions where participants are given an opportunity to discuss their problems
- Poor communication/lack of communication: those involved have the skills of tactful confrontation and the ability to negotiate compromises and solutions
- Working conditions: formal negotiation and bargaining procedures
- Intercultural difference: open and mutual discussions about cultural differences
- Conflicting personalities: counselling and creating an environment where people can put the organisation before their own personal differences.
- Different goal/values: identify and manage with a win-win approach where cooperation and problem-solving techniques are emphasised
- Poor self-image: counselling to deal with sensitive and aggressive behaviour   (7 × 2)   (14)

4.5
- Improve decision-making skills.
- Improve self-image and think positive.
- Follow a healthy diet and get enough exercise and sleep.
- Develop relaxation techniques.
- Establish a strong support system.
- Be assertive.   (Any 3 × 2)   (6)

4.6
- Conflict situations serve to expose problems which can then be addressed.
- Conflict could lead to healthy self-criticism.
- Conflict could be creativity, the discovery of talents and abilities, and improved decision-making skill among employees.
- Conflict could facilitate innovation and change.
- Conflict between groups could increase loyalty, motivation and performance within a particular group.   (Any 3 × 2)   (6)

4.7   Intrapersonal communication is conflict within an individual whilst interpersonal conflict is conflict between two or more people.   (2)

[37]

QUESTION 5

5.1   E
5.2   A
5.3   C
5.4   D

                 (4 x 1)   **[4]**

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