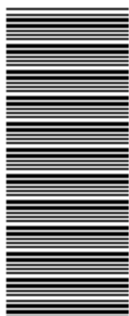


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N990(E)(J3)H
JUNE EXAMINATION

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4
(Second Paper)

(5140364)

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
MANAGEMENT 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. Write neatly and legibly.
-

QUESTION 1

1.1 Define the term *communication*. (6)

1.2 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	The form of non-verbal communication that relies on the eyes of the sender	A	acoustic semiology
1.2.2	Words used to establish rapport	B	visual semiology
1.2.3	The way people use space and distance to communicate ideas	C	phatic communication
1.2.4	The transmission of messages between individuals	D	interpersonal communication
1.2.5	A staff member reads her newspaper during lunch hour	E	graphic representation
1.2.6	A bar chart is used to indicate the number of employees who resign every month	F	direct written communication
1.2.7	A card system is introduced to monitor employees' punctuality	G	indirect written communication
1.2.8	A siren hoots to indicate that lunch time has ended	H	kinesics
1.2.9	The principal sends a memorandum to all staff members about the new act	I	receiver
1.2.10	The person is also known as the ... destination of the message	J	proxemics
		K	intrapersonal communication
		L	face to face

1.3 Name FOUR categories of communication. (4)
[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

- 2.1 List FIVE dimensions of self-image. (5)
- 2.2 Which dimension of a person's self-image could motivate a student to perform outstandingly in any game of sport? (2)
- 2.3 Indicate the communication barrier which is responsible for ineffective communication in each of the following instances:
- 2.3.1 The presentation went well although the room was very hot.
- 2.3.2 It was difficult to understand what the lecturer was saying as she was using a strong local accent.
- 2.3.3 The staff member failed to defend herself in a disciplinary hearing as a situation of fear and hostility was prevailing between her and her supervisor.
- 2.3.4 I can't believe that the supervisor chose a woman instead of me! I have been performing this task for so many years. Hence my father likes this saying: A woman's place is in the kitchen.
- 2.3.5 Nervousness prevented him from presenting himself at his best at the initial interview. (5 × 1) (5)
- 2.4 Give FIVE characteristics of a good self-image. (5)
- 2.5 Define the term *gate-keeping*. (3)
- [20]**

QUESTION 3: INTERVIEWING

- 3.1. Explain the following terms and give an example of each:
- 3.1.1 Persuasive interview
- 3.1.2 Informative interview (2 × 3) (6)
- 3.2. What would you expect of the most suitable candidate with regard to each of the following?
- 3.2.1 Punctuality
- 3.2.2 Eye contact
- 3.2.3 Posture (3 × 2) (6)

3.3 Give an applicant FIVE hints on his/her conduct before the interview. (5)

3.4 Choose from the following list to identify the type of question in each of the sentences below. Write only the type of question next to the question number (3.4.1–3.4.3) in the ANSWER BOOK:

- Closed question
- Specific question
- Open-ended question
- Hypothetical question
- Leading question

3.4.1 If you saw someone in your department consistently taking home company stationery, what would you do?

3.4.2 This position entails a certain amount of travel. Do you have a valid passport?

3.4.3 What is your opinion on punctuality?

(3 × 1)

(3)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (4.1.1–4.1.5) in the ANSWER BOOK.

4.1.1 Newspapers are examples of outdoor media.

4.1.2 The objective of the message (purpose) is one of the languages used by the mass media.

4.1.3 Propaganda is a deliberate attempt by an individual or a group to influence people's minds by any means available, for their own gain.

4.1.4 An appeal to authority is one of the elements of propaganda.

4.1.5 An imaginative presentation style is used when the advertiser does not want to give too much information about a product or service.

(5 × 1)

(5)

4.2 State FIVE functions performed by the mass media in your community. (5)

4.3 Define the following terms:

4.3.1 Manipulative reporting

4.3.2 Mass communication

(2 × 3) (6)

4.4 Give FOUR requirements of good advertising.

(4)
[20]

QUESTION 5: MEETINGS

5.1 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

5.1.1 A person who keeps the minutes of a meeting as clearly and accurately as possible

5.1.2 A committee that is formed to attend to a special matter or solve a specific problem and dissolved on completion of the task

5.1.3 It refers to the unwritten laws which prevail with a specific community and are applied by the courts as correct and fair

5.1.4 A person elected to preside and act as the referee at the meeting

5.1.5 Permission or authorisation given to a person to vote on behalf of another member who will be absent

(5 × 1) (5)

5.2 Distinguish between a *private meeting* and a *public meeting*.

(6)

5.3 List FIVE qualities of a good chairperson of a meeting.

(5)

5.4 State FOUR aspects that are stipulated in the constitution.

(4)
[20]

TOTAL: 100