



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N150(E)(N22)H
NOVEMBER EXAMINATION
NATIONAL CERTIFICATE
COMMUNICATION N4
(Second Paper)

(51403344)

22 November 2016 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
COMMUNICATION N4
(Second Paper)
TIME: 2 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.
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QUESTION 1: BASIC COMMUNICATION PRINCIPLES

- 1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

- 1.1.1 When Maki tells John that she cannot find the file he is looking for, he frowns.

Which ONE of the following options best represents this scenario?

- A Non-verbal communication
- B Verbal communication
- C Facial expression
- D Kinesics

- 1.1.2 Maki left a voicemail message on John's cell phone because she could not get hold of him.

Which ONE of the following options best represents this situation?

- A Direct verbal communication
- B Indirect verbal communication
- C Direct oral communication
- D Indirect oral communication

- 1.1.3 Morning. It is so hot today I wish it would rain.

Which type of communication is represented by this expression?

- A Direct communication
- B Phatic communication
- C Non-verbal communication
- D Proxemics

QUESTIONS 1.1.4 – 1.1.7 are based on the following scenario:

Mr. Mudau is a lecturer for the subject of communication at a college. He asks his students what communication is. Taki, who is one of the students, stands up and says:

"It is when people are having a conversation, sir!"

While Taki was talking a helicopter passed over the class.

- 1.1.4 Identify the option that best represents the sender.

- A Taki
- B Mr. Mudau
- C Students
- D The communicator

- 1.1.5 Identify the medium that was used.
- A Voice
 - B Oral
 - C Indirect
 - D Noise
- 1.1.6 Identify the option that best represents the receiver of the message.
- A Taki
 - B Mr. Mudau
 - C Students
 - D Lecturer
- 1.1.7 Identify the option that represents the barrier caused by the helicopter.
- A Internal
 - B Physiological
 - C Noise
 - D Physical
- 1.1.8 Which ONE of the following options is a factor that influences communication?
- A Non-verbal communication
 - B Personality
 - C Reference group
 - D Individuality
- 1.1.9 Thinking what to do in a specific situation is an example of which category of communication?
- A Intrapersonal
 - B Interpersonal
 - C Verbal
 - D Non-verbal
- 1.10 Which ONE of the following options best represents face-to-face communication?
- A The manager talking to a client in the office.
 - B Watching a music programme on television.
 - C Writing a report to the manager.
 - D Listening to a news broadcast on the radio.

(10 × 1) (10)

- 1.2 Explain the following components of the communication process:
- 1.2.1 Sender
 - 1.2.2 Message
 - 1.2.3 Medium
 - 1.2.4 Feedback
 - 1.2.5 Barrier
- (5 × 1) (5)
- 1.3 Give ONE example of each of the components you explained in QUESTION 1.2. (5)
- 1.4 Name FOUR factors that influence communication. (4)
- 1.5 An effective communicator knows how to support their verbal messages with complementary non-verbal signs.
- Give TWO examples where the sender's non-verbal communication supports their verbal message. (4)
- 1.6 The interpretation of non-verbal messages is non-universal.
- Explain this statement. (2 × 1) (2)
- 1.7 Differentiate between interpersonal communication and mass communication. Use the ANSWER SHEET (attached) to answer this question. Hand in the ANSWER SHEET with the ANSWER BOOK. (10 × 1) (10)
- [40]**

QUESTION 2: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTIONS

Maki is an office administration student. She failed Communication N4 last semester. This semester she passed all the tests that have been written so far. During breaks she does not go out with other students but remains in class. She does not even participate in group discussions with her fellow class mates and she always complains that lecturers do not recognise her good work.

- 2.1 Define *self-image*. (1)
- 2.2 Does Maki have a good or poor self-image? (1)
- 2.3 Give ONE reason for your answer in QUESTION 2.2. (2)

- 2.4 Give Maki SIX pieces of advice that will help her improve her self-image. (12)
- 2.5 Do you think Maki's social needs are being met? (1)
- 2.6 Give TWO reasons for your answer in QUESTION 2.5. (4)
- 2.7 "...she always complains that lecturers do not recognise her good work."
According to Maslow, which need is represented by this sentence. (1)
- 2.8 Explain the term *semantic barrier*. (2)
- 2.9 State TWO ways in which you can overcome semantic barriers. (4)
- 2.10 Which need from Maslow's hierarchy is the cause of the following situations:
- 2.10.1 Temporary employees go on strike in order to be employed permanently.
- 2.10.2 The company organises a teambuilding weekend for employees. (2 × 1) (2)
- [30]**

QUESTION 3: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

- 3.1 Indicate which organisational structure is represented in the following situations:
- 3.1.1 A personal assistant of the CEO advises the CEO to change the tone in the letter to be sent to the newspaper editor.
- 3.1.2 The security manager instructs security personnel to search employees when they enter and leave the premises.
- 3.1.3 The CEO decides that the company should launch an advertising campaign. He/She instructs the marketing director to get the project off the ground. The marketing director in turn instructs the advertising manager to investigate various possibilities. (3 × 1) (3)
- 3.2 State TWO disadvantages of written communication in an organisation. (2)
- [5]**

QUESTION 4: INTERVIEWS

- 4.1 Interview questions should be varied and balanced in order to ensure that an interview is meaningful and fair to both parties.

Give ONE example of each of the following typical interview questions:

4.1.1 Closed question

4.1.2 Open-ended question

4.1.3 Reflective question

4.1.4 Leading question

4.1.5 Hypothetical question

(5 × 1) (5)

- 4.2 State FOUR things that an interviewee has to take into consideration when answering questions in an interview. (4 × 1) (4)

- 4.3 Define the term *disciplinary interview*. (5)

- 4.4 Give TWO examples of behaviour that can result in a disciplinary interview in the work place. (2)

- 4.5 State FOUR barriers that could ruin an interview. (4)

[20]

QUESTION 5: MEETING PROCEDURES

- 5.1 It is important for members in the meeting to have knowledge and understanding of terminologies that are used in the meeting in order for them to contribute in a positive way.

Explain the following terms:

5.1.1 Abstain

5.1.2 Ad hoc committee

5.1.3 Agenda

5.1.4 Convene

5.1.5 Verbatim

(5 × 1) **[5]**

TOTAL: 100

EXAMINATION NUMBER:

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ANSWER SHEET**QUESTION 1.7**

ID number _____

Centre number _____

ELEMENTS	INTERPERSONAL COMMUNICATION	MASS COMMUNICATION
Sender		
Message		
Channel		
Feedback		
Receiver		

(10 × 1) (10)