



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT COMMUNICATION N4 (Second Paper)

(5140364)

19 November 2019 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries (bilingual and/or explanatory) are allowed.

This question paper consists of 6 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
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MANAGEMENT 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: COMMUNICATION PRINCIPLES

1.1 Study the cartoon below and answer the questions.



[Source: <https://www.cartoonstock.com/cartoonview>]

- 1.1.1 Who is the sender of the message? (1)
 - 1.1.2 What is the message? (2)
 - 1.1.3 Name the communication category when the lady says: 'In closing: change is good!' (1)
 - 1.1.4 Give a reason for the answer in QUESTION 1.1.3. (1)
 - 1.1.5 Name the communication category when the staff members think to themselves: 'Who's getting laid off?'. (1)
 - 1.1.6 Give a reason for the answer in QUESTION 1.1.5. (1)
 - 1.1.7 List FIVE attributes of a good listener. (5)
- 1.2 Proxemics is the study of how people use the space around them to communicate. (8)
- Discuss the FOUR communication zones used by people during communication. (4 x 2)

[20]

QUESTION 2: INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

2.1 Abraham Maslow identified FIVE motivating needs which are presented in a hierarchy.



Illustrate Maslow's hierarchy of needs graphically. (5)

2.2 Name FIVE perceptual barriers and give ONE example of each. (5 x 2) (10)

2.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–F) next to the question number (2.3.1–2.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.3.1	Not going to class, because you did not do your homework	A	self-image
		B	primary reference group
2.3.2	Your view of who you are	C	stereotyping
2.3.3	Family and close friends	D	gatekeeping
2.3.4	Friends of friends	E	secondary reference group
2.3.5	A fixed general impression about the characteristics of a specific group of people	F	prejudice

(5 x 1) (5)

[20]


QUESTION 3: INTERVIEWING

3.1 Define the term *interview*. (7)


3.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (3.2.1–3.2.5) in the ANSWER BOOK.

3.2.1 The message in an interview is usually the questions asked.

3.2.2 A cellphone buzzing during an interview is a physical barrier.

3.2.3 An employment interview is only a persuasive interview. 

3.2.4 An open-ended question requires a 'yes' or 'no' answer.

3.2.5 A posture that is neither relaxed nor confident could give the impression that someone is insecure. 

(5 x 1) (5)

3.3 The person conducting the interview is called an interviewer. He/She plays a vital role in choosing the best possible candidate for the job.



Discuss EIGHT responsibilities of the interviewer during an interview.

(8)
[20]

QUESTION 4: MASS MEDIA AND ADVERTISING

4.1 Take a look at the advertisement below and answer the questions.



4.1.1 Give FIVE functions of mass media. (5)

4.1.2 Which function of mass media can be identified in the advertisement? (1)



4.1.3 Give a reason for the answer in QUESTION 4.1.2. (1)

4.1.4 State TWO ways in which the advertisement draws attention. (2)

4.1.5 State TWO ways in which the advertisement persuades the reader to take action. (2)



4.1.6 Which product is being advertised? (1)

4.1.7 Who is the possible target audience of the advertisement? (1)

4.2 Give SEVEN techniques used in manipulative reporting. (7)
[20]



QUESTION 5: MEETING PROCEDURES

5.1 Read the following case study and answer the questions.

Mrs Boloji, the chairperson, sent out a notice and agenda for a special ad hoc meeting to be held at 08:00 on Friday 1 June 2019. The reason for the meeting was to discuss the sudden resignation of the sales manager. The chairperson opened the meeting at 08:00. Mr Andrews, the secretary, took the minutes of the meeting. According to the constitution, a quorum of twelve members must be present. Fifteen members attended the meeting, therefore, all decisions made at the meeting were binding and valid.



5.1.1 Define the term *notice*.



5.1.2 Define the term *agenda*.

5.1.3 Define the term *minutes*.

(3 × 2) (6)

5.2 Explain the following sentence:

'According to the constitution a quorum of twelve members must be present. Fifteen members attended the meeting, therefore, all decisions made at the meeting were binding and valid.'

(3)

5.3 Which type of committee meeting was held?



(1)

5.4 Give a reason for the answer in QUESTION 5.3.

(1)

5.5 Differentiate between a *public meeting* and a *private meeting*.



(2 + 2)

(4)

5.6 State FIVE important qualities that the secretary, Mr Andrews, should have.

(5)

[20]

TOTAL: 100