



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N210(E)(D1)H
NOVEMBER EXAMINATION
NATIONAL CERTIFICATE
COMMUNICATION N5
(Second Paper)

(5140395)

1 December 2016 (Y-Paper)
13:00–16:00

TWO dictionaries may be used.
No electronic dictionaries are allowed

This question paper consists of 6 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
COMMUNICATION N5
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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SECTION A: ORGANISATIONAL COMMUNICATION**QUESTION 1**

Read the following scenario and answer the questions.

Mrs Rambau is the Managing Director of Riashuma. There are three managers. Mr Ndou manages finance, Evelyn manages human resources and Mr Chauke manages production. Mrs Rambau has a personal assistant, Emma. Every Monday morning she holds meetings with her managers. Staff meetings are held every Friday. In these meetings staff members are encouraged to come up with suggestions. Because of too much work, Mrs Rambau decided to appoint a deputy, Mr Mukwevho. Since his arrival, Mr Mukwevho has introduced many changes. There are no longer meetings with staff members. He makes decisions and instructs workers what to do.

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|-----|---|-------------|
| 1.1 | Draw an organisational chart to illustrate the line and staff management at Riashuma. | (10) |
| 1.2 | What kind of management style does Mr Mukwevho use? | (1) |
| 1.3 | Give TWO reasons for the answer you provided in QUESTION 1.2 | (4) |
| 1.4 | State THREE channels of communication in the organisation. | (3) |
| 1.5 | Define <i>informal communication</i> . | (2) |
| 1.6 | State FOUR advantages of informal communication. | (8) |
| 1.7 | Define <i>work ethics</i> . | (2) |
| | | [30] |

TOTAL SECTION A: 30

SECTION B: FORMULATION OF AIMS AND OBJECTIVES**QUESTION 2**

- | | | |
|-----|---|-----|
| 2.1 | Define the word <i>delegation</i> . | (2) |
| 2.2 | If Mrs Rambau wants to delegate her work, who would she delegate it to? | (1) |
| 2.3 | Why would she delegate the work to the person you mentioned in QUESTION 2.2 | (2) |

- 2.4 Choose the description in COLUMN B that matches an explanation in COLUMN A. Write only the letter (A–J) next to the question number (2.4.1–2.4.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.4.1	Identify the problem	A	I have twelve months in which to get money
2.4.2	Formulate the problem	B	If I get enough money I can afford to go
2.4.3	Determine possible results	C	I shall ask my parents to remind me not to waste money
2.4.4	Determine time available	D	I shall check my balance every months
2.4.5	Note relevant factors	E	I shall bank my salary every Saturday
2.4.6	Decide on a plan of action	F	I want to go overseas
2.4.7	Set time limit	G	I don't have enough money to go overseas
2.4.8	Set criteria	H	I might be tempted to buy myself some clothes. I must save
2.4.9	Monitor results	I	I must have R10 000 by the end of June
2.4.10	Decide on feedback	J	I must bank at least R250 every week

(10 × 1)

(10)
[15]**TOTAL SECTION B: 15**

SECTION C: MEDIA COMMUNICATION AND ADVERTISING**QUESTION 3**

- 3.1 Define the term *advertising*. (2)
- 3.2 State THREE requirements for effective advertising. (3)
- 3.3 Which function of the mass media is indicated in the following statements:
- 3.3.1 Two men were injured when a car in which they were travelling collided with a truck near Elim. (2)
- 3.3.2 Clientele's funeral plan costs from R99 per months. (2)
- 3.3.3 A government employee is suspended for defrauding his department of millions of rands. (2)
- 3.3.4 A local newspaper reserves two pages for weather reports. (2)
- 3.3.5 A newspaper article which interprets events and promotes a certain point of view among different options. (5 × 1) (5)
- 3.4 Explain how the target market determines the language used in the mass media. (3)
- 3.5 State TWO techniques used in manipulative reporting. (4)
- 3.6 Explain the term *propaganda* in your own words. (2)
- 3.7 (Logos/Ethos/Pathos) refers to the psychological appeals made by the speaker. (1) [20]
- TOTAL SECTION C: 20**

SECTION D: PRESENTATION COMMUNICATION**QUESTION 4**

Mrs Rambau has to present a speech during the year end function of Riashuma.

- 4.1 State FOUR factors Mrs Rambau has to consider when preparing her speech. (4)
- 4.2 How would you advise Mrs Rambau regarding the following:
- 4.2.1 Appearance. (2)
- 4.2.2 Eye-contact. (2)

4.3 Name THREE visual aids Mrs Rambau can use in her presentation. (3)

4.4 Mrs Rambau has decided to use a microphone to deliver her speech.

State FOUR aspects she has to consider before she presents her speech. (4)
[15]

TOTAL SECTION D: 15

SECTION E: MULTICULTURAL COMMUNICATION

QUESTION 5

5.1 Choose a description in COLUMN B that matches a word in COLUMN A. Write only the letter (A–E) next to the question number (5.1.1–5.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
5.1.1	Stereotyping	A a perception that a nation, group or culture to which you belong is superior to any other
5.1.2	Prejudice	B an understanding of the emotions and feelings of another person
5.1.3	Culture	C assumptions people make about the characteristics of all members of a group based on an image about what people in that group are like
5.1.4	Ethnocentricity	D judging someone or having an idea about them before you actually know anything about them
5.1.5	Empathy	E a set of beliefs, values, attitudes and behaviours that are characteristics of a particular group

(5 × 1) (5)

5.2 Explain the term *rituals*. (2)

5.3 Give THREE examples of rituals. (3)

5.4 State FIVE guidelines that management in the organisation should consider in order to maintain and create a sound corporate culture. (10)
[20]

TOTAL SECTION E: 20
GRAND TOTAL: 100