



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N4
(Second paper)

20 November 2024

This marking guideline consists of 7 pages.

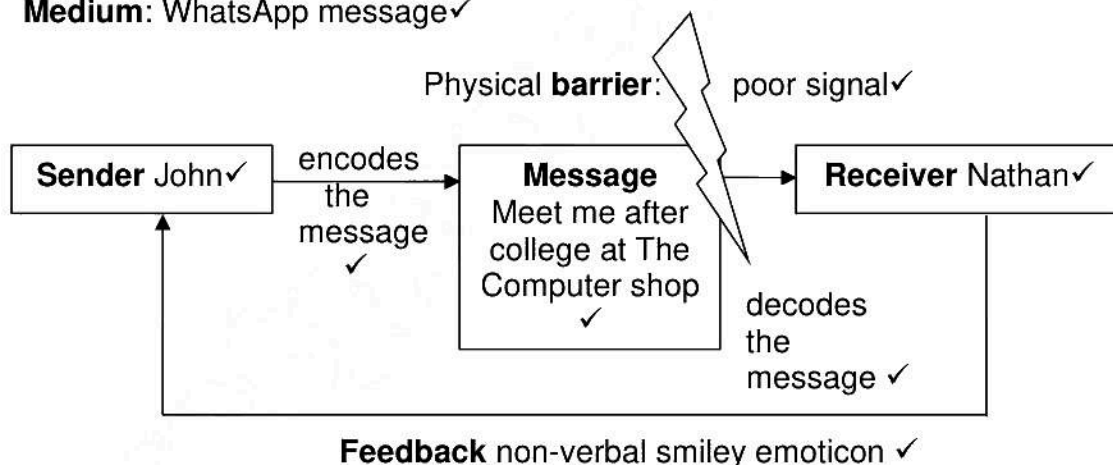
(Second paper)

SECTION A

QUESTION 1

- 1.1
- Good relationships among employees, co-workers and clients.
 - Accurate transfer of information.
 - Effective discussions, decision-making and negotiations.
 - Good teamwork and training.
 - Productive teamwork, as all members understand the procedures.
 - Efficient use of resources such as time and money.
 - Transparency, workers know the reasons for certain decisions
 - Negotiate deals
 - Encourage employees to set and achieve personal and organisational goals.
 - Conduct successful meetings.
 - Prevent and handle conflict situations.
 - Ensure that the aims of the company, as embodied in their mission statement, are achieved.
 - Increase productivity
- (Any other relevant answer) (Any 5 × 1) (5)

- 1.2 **Code:** English✓
Medium: WhatsApp message✓



(✓ for the diagram and the arrows in the right direction) (10)

- 1.3
- | | |
|-------|---|
| 1.3.1 | C |
| 1.3.2 | E |
| 1.3.3 | A |
| 1.3.4 | D |
| 1.3.5 | G |
- (5 × 1) (5)

- 1.4
- | | |
|-------|-------------------------------|
| 1.4.1 | Indirect verbal communication |
| 1.4.2 | Direct verbal communication |
| 1.4.3 | Direct written communication |
| 1.4.4 | Indirect verbal communication |
| 1.4.5 | Direct written communication |
- (5 × 1) (5)

(Second paper)

- 1.5
- Symbols ✓
 - Graphic signs ✓
 - Types of lettering ✓
 - Graphs
 - Charts
 - Pictograms
 - Colour coding
 - Signs
 - Illustrations
 - Clothing and hairstyles
- (Any other relevant answer) (Any 3 × 1) (3)
- 1.6
- Achieving better interpersonal relationships.
 - Improving motivational and persuasive abilities.
 - Saving time, money and energy.
 - Avoiding mistakes and misunderstanding.
 - Identifying problems and grievances before it is too late.
 - Creating a working climate of openness and sensitivity.
 - It helps you acquire knowledge.
 - It improves efficiency as problems can be identified and dealt with.
 - It makes for good public relations and client service resulting in goodwill and increased business.
- (Any other relevant answer) (Any 2 × 1) (2)
- [30]
- TOTAL SECTION A: 30**

SECTION B: INTERPERSONAL RELATIONSHIPS AND SOCIAL INTERACTION

QUESTION 2

- 2.1 Psychological dimension:
- Inner qualities possessed by an individual.
 - John is an extrovert, outgoing, sociable.
 - He is tactful.
 - He is tolerant.
 - He is considerate.
 - He is truthful.
- (If the student does not correctly identify the psychological dimension, no marks are to be awarded) (Any other relevant answer) (Any 5 × 1) (5)

(Second paper)

- 2.2
- Finding the truth about yourself.
 - Being realistic about your strengths and weaknesses.
 - Being grateful for what you have and can do.
 - Letting go of past hurts and disappointments.
 - Making things right wherever you can.
 - Focusing on your strengths.
 - Changing your negative habits.
 - Using failure as a stepping stone.
 - Aligning yourself with success.
 - Actively deciding to enjoy life.
 - Set realistic goals and plan how you will achieve them.
 - Do not make any bad or negative remarks about yourself.
 - If you have achieved, be proud of it, and accept compliments with grace.
 - Control your emotions.
- (Any other relevant answer) (Any 5 × 1) (5)
- 2.3
- 2.3.1 False✓
You should concentrate on WHAT is said, not WHO.✓
- 2.3.2 False✓
Acceptance will build their confidence, pointing out their errors will make them uncertain and affect their self-image negatively.✓
- 2.3.3 False✓
It is simply different – not inferior.✓
- 2.3.4 False✓
People do not always have the luxury of choosing the distance between themselves and others e.g. public transport.✓
- 2.3.5 False✓
Beliefs are about similar thoughts, actions and manners which a cultural group shares and pass on – it is not about moral values.✓
(5 × 2) (10)
- 2.4
- 2.4.1 Level 1 / Physical/Physiological/Bodily/Basic needs
- 2.4.2 Level 4 / Esteem/Self-esteem needs
- 2.4.3 Level 5 / Self-actualisation
- 2.4.4 Level 3 / Affiliation/Social needs
- 2.4.5 Level 2 / Safety/Security needs
(5 × 1) (5)
[25]

TOTAL SECTION B:

(Second paper)

SECTION C: INTRODUCTION TO ORGANISATIONAL COMMUNICATION

QUESTION 3

- 3.1
- Human Resources Manager
 - Diagonal upward communication
- (2)

- 3.2 Vertical downwards communication (1)

- 3.3
- All the activities are divided into specific functions or departments.
 - Each department relies on expert knowledge.
 - An expert is appointed as manager of each department.
 - Systems are put in place to deal with problems at various levels.
 - These experts, managers or senior employees have the authority to enforce decisions.

(Any other relevant answer) (Any 2 × 1) (2)

3.4

ADVANTAGES	DISADVANTAGES
The specialist in charge of each department will be able to divide the labour within his or her section, allowing for better control.✓	If there is more than one authority in a department, discipline is difficult to maintain because staff do not know whom to report to.✓
There is greater efficiency.✓	Conflict can arise if staff do not agree.✓
It maximises production and increases profits as all staff have a clear idea of their responsibilities.✓	Maintaining specialised senior staff can be costly to the company.✓
Each functional department is free to make and implement decisions relating to its functions.	Coordination between staff can become complicated.
There is a clear division of tasks and functions.	Because of multiple lines of authority, it is difficult to place responsibility fairly.
Employees in each department gain experience.	If the organisation is large, one department might not know what the others are doing.
This helps them to become specialists in their defined roles.	Employees seldom learn skills outside of their areas of expertise or their departments.
Specialisation could lead to greater productivity.	Training of staff in various functions can be costly.
It is easier to supervise and control each department on its own.	It could be difficult to coordinate and control the organisation as a whole.
(Any 3 relevant answers)	(Any 3 relevant answers)

(3 + 3) (6)

- 3.5
- 3.5.1 Direct oral communication
- 3.5.2 Direct written communication

(2 × 1)

(Second paper)

3.6	3.6.1	Reverend/Pastor		
	3.6.2	Minister		
			(2 × 1)	(2)
				[15]
			TOTAL SECTION C:	15

SECTION D: INTERVIEWING

QUESTION 4

4.1	4.1.1	- The main aim of this interview is to influence someone. - The interviewer tries to persuade the interviewee to take on a certain opinion or act in a certain way. - He/she uses persuasive verbal and non-verbal techniques, focusing particularly on a need that the interviewee experiences.	(Any 2 × 1)	
	4.1.2	- The main purpose of this interview is to gather information on a particular subject. - The interviewer does this by asking the interviewee specific questions and noting the answers. - In the process the interviewee tries to make a positive impression through politeness and interest.	(Any 2 × 1) (2 × 2)	(4)
4.2		- Physical barrier A cellphone ringing during the interview. - Physiological barrier The interviewer or interviewee has a headache. - Psychological barrier Nervousness on the interviewee's side could lead to stuttering. - Perceptual barrier An older manager might not understand the young employee. - Verbal (semantic) barrier The interviewee struggles to understand the questions. - Non-verbal barrier The interviewee fidgets with their hair the whole time (body language).	(Any 3 barriers with any relevant examples to be accepted) (Any 3 × 2)	(6)
4.3	4.3.1	Reflective		
	4.3.2	Hypothetical		
	4.3.3	Closed		
	4.3.4	Open-ended		
			(4 × 1)	(4)

(Second paper)

4.4 Aggressive (1)
[15]

TOTAL SECTION D: 15

SECTION E: MEETINGS

QUESTION 5

5.1 5.1.1 D
5.1.2 B
5.1.3 C
5.1.4 A
5.1.5 D
(5 × 1) (5)

5.2 5.2.1 • Because there is a set agenda and it follows a structured form the meeting does not veer off course.
• Agreement on matters of importance is reached.
• Specific people are allocated specific tasks and responsibilities.
• Problems are solved quickly.
• Decisions are taken collectively.
• Accountability is established.
(Any other relevant answer) (Any 4 × 1) (4)

5.2.2 • Ensure that the venue is secure.
• Ensure that refreshments are available.
• Prepare the venue (visual aids, layout).
• Type and send out the notice and agenda in advance
• Attend to administrative work (correspondence regarding the meeting).
• Finalise the minutes of the previous meeting.
• Follow up on those who have been delegated tasks at the previous meeting.
• Support the chairperson in every possible way.
(Please note the focus is on duties before the meeting)
(Any other relevant answer) (Any 3 × 1) (3)

5.2.3 Special meeting (1)

5.2.4 • Adjourned (2)
• The purpose of the meeting was not achieved. (2)
[15]

TOTAL SECTION E: 15
GRAND TOTAL: 100