



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second paper)

25 November 2022

This marking guideline consists of 6 pages.

SECTION A: ORGANISATIONAL COMMUNICATION**QUESTION 1**

- 1.1
- The leader makes choices based on his judgement and rarely accepts advice from followers.
 - The leader demands that all tasks must be completed at all costs.
 - The leader is usually not a good listener and does not show empathy for the group.
 - This type of leadership style is characterised by one-way, top-down communication. (Any 3 × 1) (3)
- 1.2 Mediation takes place when a third party (a mediator) helps conflicting parties to agree. The mediator facilitates an agreement, however the parties must make the final decision.

OR

- Mediation involves using a mediator to help resolve a dispute and both parties feel as if they have won (win-win situations). (2)
- 1.3
- Felicia was exaggerating.
 - The allegations had nothing to do with his behaviour but was as a result of an ongoing conflict between him and Felicia which was based on workplace hierarchy and career advancement. (2 × 2) (4)
- 1.4 Hierarchy is the steps of authority within an organisation. (Any relevant answer) (2)
- 1.5 **Advantages:**
- The grapevine flourishes when an organisation is entering a period of change.
 - It is quicker than formal communication.
 - It can warn management of problems at grass-roots level.
 - It provides the opportunity to boost staff morale, thus ensuring increased productivity.
 - It gives management the opportunity to investigate a suspected problem. (Any TWO)
- Disadvantages:**
- It can reduce staff morale.
 - It wastes time.
 - It tends to degenerate into negative office gossip, personal slurs and even unethical staff behaviour.
 - It is not reliable.
 - It can breed inappropriate familiarity between junior and senior staff. (Any TWO) (2 + 2) (4)

- 1.6
- Meeting
 - Notice on noticeboard
 - Report
 - Memo
 - Face-to-face
 - Email
 - SMS
 - WhatsApp

(Any 4 × 1) (4)

1.7

	Vertical communication	Horizontal communication	Diagonal communication
Definition	This communication takes place up and down the structure at different levels where information is passed directly from management to employees and vice versa.	This communication takes place between people on the same level within the organisation.	This communication takes place when information goes around or across the vertical and horizontal lines of communication.
Example	A manager giving instruction to a subordinate	A sales manager communicating with the production manager about the launch of a product	The public relations manager who is responsible for the in-house journal asking someone in the legal department to proofread an article dealing with the tax structures

(1 mark for table) (Any relevant 7 × 1) (7)

- 1.8
- Professionalism:✓ Professionalism in the workplace creates boundaries between what is appropriate office behaviour and what is not. Sipiwo was not professional in the way he communicated with Felicia.✓
 - Consideration:✓ Consideration means having respect for yourself and others. It includes considering other people's privacy, physical space and belongings and respect for their different opinions, beliefs and personality, Sipiwo did not respect Felicia in the way he interacted with her.✓ (2 + 2)

(4)
[30]

TOTAL SECTION A: 30

SECTION B: FORMULATION OF AIMS, GOALS AND OBJECTIVES IN PLANNING**QUESTION 2**

2.1	2.1.1	A			
	2.1.2	G			
	2.1.3	F			
	2.1.4	E			
	2.1.5	C			
	2.1.6	D			
	2.1.7	B			
				(7 × 2)	(14)
2.2	2.2.1	Aim			
	2.2.2	Objective			
	2.2.3	Aim			
	2.2.4	Objective			
	2.2.5	Aim			
	2.2.6	Objective			
				(6 × 1)	(6)
					[20]
TOTAL SECTION B:					20

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

3.1	3.1.1	(a) Radio		
		(b) Audio media		
		(c) A person can lose focus easily.		
		(d) Reading ability can be jeopardised as some audiences start to rely more on oral input.		
	3.1.2	(a) Magazine		
		(b) Print media		
		(c) Readers are selective.		
		(d) - The shelf life is short. - Stories and adverts take a long time to plan. - Magazines have too many advertisements and other messages could get lost.		
	3.1.3	(a) Billboard		
		(b) Outdoor media		
		(c) It has a negative aesthetic effect on the environment.		
		(d) The message is conveyed to the passers-by within a very short span.		

- 3.1.4 (a) Newspaper
(b) Print media
(c) It usually serves a particular geographical community.
(d) Newspapers are being replaced by electronic media which is more accessible.

(24)

- 3.2 3.2.1 Advertise
3.2.2 Render a service
3.2.3 Act as a moral watchdog
3.2.4 Entertain
3.2.5 Educate
3.2.6 Promote culture

(6 × 1)

(6)

[30]

TOTAL SECTION C:

30

SECTION D: MULTICULTURAL COMMUNICATION IN THE BUSINESS WORLD

QUESTION 4

- 4.1
- Gender: women and men
 - Age: 18 (young) to 40 years (middle-aged)
 - Ethnicity: Indian, brown, black
 - Language: Different ethnic groups have different first languages✓ or the use of English as a common language.
 - Religion: Muslim attendees who went to the mosque
 - Education: Professor Bhengu is highly qualified and it shows in his use of jargon.
- (Any 4 × 2) (8)
- 4.2 Religion: The non-Muslims felt that they were being denied a privilege. (1)
- 4.3 Use of jargon that people did not understand (1)
- 4.4
- 4.4.1 Language
 - 4.4.2 Power
 - 4.4.3 Body language
 - 4.4.4 Proximity
 - 4.4.5 Time
- (5 × 2) (10)
[20]
- TOTAL SECTION D: 20**
GRAND TOTAL: 100