



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second paper)

5 December 2023

This marking guideline consists of 6 pages.

SECTION A: ORGANISATIONAL COMMUNICATION**QUESTION 1**

- 1.1
- | Internal characteristics of corporate culture | External characteristics of corporate culture |
|---|---|
| • Vision | • Language |
| • Values | • Stories and anecdotes |
| | • Rituals |
| | • Symbols |
- (2 + 4) (6)
- 1.2
- 1.2.1 Authoritarian leadership style
- 1.2.2 Laissez-faire leadership style
- 1.2.3 Laissez-faire leadership style
- 1.2.4 Democratic leadership style
- 1.2.5 Laissez-faire leadership style
- 1.2.6 Democratic leadership style
- (6 × 2) (12)
- 1.3
- 1.3.1 Oral communication✓
- Examples:
- Direct (face to face) communication
 - Indirect (telephonic) communication
 - Radio/Television interviews (Any TWO relevant examples)
- 1.3.2 Mass communication✓
- Examples:
- This includes printed, audio, audio-visual, and electronic media
 - Brochures
 - Magazine advertisements
 - Radio advertisements
 - Television advertisements
 - Blogging
 - Social media (Any TWO relevant examples)
- 1.3.3 Non-verbal✓
- Examples:
- Kinesics: body movement, facial expression, posture, and gestures
 - Proxemics
 - Graphics: symbols, photographs, charts, graphs, and pictograms

- Colour coding examples)

(Any TWO relevant

1.3.4 Interpersonal communication✓

Examples:

- A discussion with customers
 - A demonstration of the product/service
 - An interview with prospective candidates
 - A meeting with another company or advertising agency
 - A meeting with union members or government officials
- (Any TWO relevant examples)

(4 × 3) (12)

NOTE: Examples are at the discretion of the marker as long as student shows good knowledge of the means of external communication.

[30]**TOTAL SECTION A: 30****SECTION B: FORMULATION OF AIMS, GOALS, AND OBJECTIVES****QUESTION 2**

- | | | |
|-----|--------|---|
| 2.1 | 2.1.1 | C |
| | 2.1.2 | E |
| | 2.1.3 | D |
| | 2.1.4 | G |
| | 2.1.5 | I |
| | 2.1.6 | K |
| | 2.1.7 | F |
| | 2.1.8 | B |
| | 2.1.9 | J |
| | 2.1.10 | H |
| | 2.1.11 | A |

(11 × 1) (11)

- | | | |
|-----|--|-----|
| 2.2 | Objectives are concrete goals. They are specific and usually have a time limit in which they are to be achieved. | (1) |
|-----|--|-----|

- | | | |
|-----|-------|---|
| 2.3 | 2.3.1 | C |
| | 2.3.2 | D |
| | 2.3.3 | A |
| | 2.3.4 | B |

(4 × 2) (8)
[20]**TOTAL SECTION B: 20**

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

3.1

PROCESS	MASS COMMUNICATION	INTERPERSONAL COMMUNICATION
Sender	- Usually, a faceless spokesperson of a large organisation - Has indirect contact (no eye contact) with the receiver - No guarantee that the message has reached the target audience (Any ONE)	- An individual expressing their own ideas or opinion of the group they represent - Usually known to the receiver - Reasonably sure that the message will be received
Message	- Deliberate and aimed at providing specific information or aimed at persuading the target audience to take a required action - Can be prepared in advance - Non-personal (Any ONE)	- Not always deliberate and cannot always be prepared in advance - Personal and usually aimed at an individual or small group (Any ONE)
Receiver	- Not known to the sender - Forms part of the target audience (Any ONE)	Usually known to the sender
Channel	Usually, sophisticated technology	- Either direct (face to face) or indirect - Can be uncomplicated, such as email or letter
Feedback	Usually delayed and can be verbal and indirect	Immediate or delayed, verbal or non-verbal, direct or indirect

In TABULAR FORMAT ✓✓

(12)

3.2

3.2.1 United Banking

(1)

3.2.2 Home loan ✓ with low interest rate, ✓ offer available for 3 months ✓

(3)

3.2.3

- Radio
- Television
- Internet (website)

(Any 2 × 2)

(4)

3.2.4	People between 30 and 50 years of age	(2)
3.2.5	In the form of enquiries – people applying online and filling out application forms (Any ONE)	(2)
3.2.6	The receiver misunderstanding the message	(2)
3.3	• Knowledge of the AIDA formula • Knowledge of the target audience • Knowledge of the product • A clear understanding of the purpose of the advertisement • Feedback from the consumer • An understanding of the psychological needs of the potential consumers	(Any 4 × 1) (4)
		[30]
TOTAL SECTION C:		30

SECTION D: MULTICULTURAL COMMUNICATION

QUESTION 4

4.1	• Symbols • Beliefs • Attitudes • Values • Expectations • Norms of behaviour	(Any 4 × 1) (4)
4.2	• Written communication • Language proficiency • Register and style • Presentation	(Any 3 × 1) (3)
4.3	• Pronunciation • Vocal inflection and vocabulary • Idiomatic expressions • Volume and tempo	(Any 3 × 1) (3)
4.4	• Non-verbal signs • Poor feedback • Wrong action	(3)

(6 + 1) (7)
[20]

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