



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second paper)

10 June 2022

This marking guideline consists of 5 pages.

SECTION A: ORGANISATIONAL COMMUNICATION**QUESTION 1**

1.1	Democratic		(2)
1.2	• Mr Martins involves his staff in decision-making processes. • He encourages staff to participate in discussions. • He consults with subordinates. • An environment of trust prevails because of his openness.	(Any relevant 2 × 2)	(4)
1.3	The memorandum that was sent to all employees		(2)
1.4	The public-relations campaign the company embarked on		(2)
1.5	1.5.1 True 1.5.2 True 1.5.3 False 1.5.4 False 1.5.5 True 1.5.6 True	(6 × 1)	(6)
1.6	1.6.1 Memorandum 1.6.2 Ms Portia/Public-relations manager's meeting with the other managers 1.6.3 Ms Portia's tired smile 1.6.4 Ms Portia/Public-relations manager's meeting with the other managers	(4 × 2)	(8)
1.7	1.7.1 Obedience to the rules/Professionalism 1.7.2 Consideration for others 1.7.3 Professionalism/Confidentiality	(3 × 2)	(6)
			[30]
TOTAL SECTION A:			30

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

QUESTION 2

- 2.1 Aims are generalised, long-term intentions, which are neither specific nor subjected to a specific time frame. Objectives refer to specific intentions to be achieved within a definite time frame: the success of which can be measured or evaluated. (Any relevant 2 + any relevant 2) (4)
- 2.2
- Diaries
 - Week and year planner
 - Wall charts
 - Desk pads
 - Delegation
 - Self-control
- (Any 5 × 1) (5)
- 2.3
- Personal interruptions
 - Unnecessary telephone interruptions
 - Pop-ins from colleagues
 - Postponing work/Lack of self-discipline/planning
 - Attempting too much
 - Perfectionism
 - Unclear instructions
 - Lack of concentration
- (Any 3 × 1) (3)
- 2.4 Delegation is the action of delegating a person or thing; the appointment of a person as deputy or representative or the entrusting of authority, responsibilities, etc. to another person or group. (3)
- 2.5
- Specific: State exactly what needs to be achieved.
 - Measurable: Is it possible to measure or evaluate whether the goal has been achieved?
 - Attainable: Is the objective realistic and achievable?
 - Relevant: Is the objective appropriate and important to your life or to the organisation?
 - Traceable: Can progress be monitored?
- (Any relevant definition on the condition that acronyms are used correctly.) (5)
- [20]**

TOTAL SECTION B: 20

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

3.1	3.1.1	E		
	3.1.2	G		
	3.1.3	A		
	3.1.4	C		
	3.1.5	F		
	3.1.6	B		
	3.1.7	D		
			(7 × 1)	(7)
3.2	• Loading reports emotionally • Reporting selectively • Reporting out of context • Taking photographs for publication from certain angles			(4)
3.3	• Humorous presentation style • Factual (hard-sell) presentation style • Negative presentation style • Imaginative (soft-sell) presentation style			(Any 2 × 1) (2)
3.4	3.4.1	Appeal to authority/Using testimonials		
	3.4.2	Generalisation/Stereotyping		
	3.4.3	Name-calling		
	3.4.4	Generalisation/Stereotyping		
			(4 × 1)	(4)
3.5	3.5.1	Ethos		
	3.5.2	Logos		
	3.5.3	Pathos		
			(3 × 1)	(3)
3.6	3.6.1	False		
	3.6.2	True		
	3.6.3	True		
	3.6.4	False		
	3.6.5	False		
			(5 × 2)	(10)
				[30]

TOTAL SECTION C: 30

SECTION D: MULTICULTURAL COMMUNICATION IN THE BUSINESS WORLD

QUESTION 4

- 4.1 A subculture is a group of people within a larger culture that differentiates itself from the larger culture in some of its beliefs, values and norms. ✓✓

OR

A subculture is a culture within a culture. People within a culture form groups that are bound together by beliefs or interests that they share.

Examples of subculture: religion, ethnicity, language, professions, demography ✓✓✓ (2 + 3) (5)

- 4.2
- Pronunciation
 - Accent/Vocal inflection
 - Vocabulary
 - Idiomatic expression
 - Volume
 - Tempo
 - Jargon and slang
 - Style and register (Any 3 × 1) (3)
- 4.3
- Tourists tip well.
 - South Africans are corrupt. (2 × 2) (4)
- 4.4
- Puleng raised her hands over her head as tears roll down her cheeks.
 - Laughter filled the air.
 - They exchanged high fives.
 - They waved at one of the managers to come over. (4)
- 4.5
- Obviating external barriers
 - Knowledge of other cultures
 - Identification of the receiver/target audience
 - Correct attitude
 - Providing feedback
 - Attention to language
 - Listening
 - Conduct (Any 4 × 1) (4)

[20]

TOTAL SECTION D: 20
GRAND TOTAL: 100