



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5

(Second paper)

20 June 2023

This marking guideline consists of 6 pages.

QUESTION 1

- Study copy from EduResource ZA | eduresourcza.com

1.6	Nonverbal communication✓✓	(1 × 2)	(2)
1.7	1.7.1 True 1.7.2 True 1.7.3 False	(3 × 1)	(3)
1.8	1.8.1 Professionalism 1.8.2 Confidentiality	(2 × 1)	(2)
			[30]
TOTAL SECTION A:			30

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

QUESTION 2

- 2.1 An aim is a long-term goal,✓ that explains in general what you intend to do,✓ however, it does not specify a time limit.✓
OR
An aim refers to a general long-term intention which is neither specifically defined nor subject to a specific time frame. (3 × 1) (3)
- 2.2
- It gives her direction and a purpose towards which she can plan and work.
 - It helps her to plan how to achieve the aim and which plans to implement towards achieving it. (2 × 1) (2)
- 2.3
- Days of the week
 - Tasks scheduled for each day of the week
 - High-priority tasks (3 × 1) (3)
- 2.4
- 2.4.1 Delegation refers to the technique of assigning tasks to subordinates who are capable of performing them equally well.✓✓ (2)
- 2.4.2 Ms Destiny (1)
- 2.4.3
- Prioritise set objectives.
 - Identify timewasters.
 - Use time management techniques and tools.
 - Set a time schedule.
 - Regularly evaluate time spent. (Any 3 × 1) (3)

2.5	2.5.1	D		
	2.5.2	B		
	2.5.3	E		
	2.5.4	C		
	2.5.5	A		
	2.5.6	F		
			(6 × 1)	(6)
				[20]

TOTAL SECTION B: 20

SECTION C: SOCIAL AND MASS MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

3.1	3.1.1	Lumaju		(1)
	3.1.2	Lumaju insurance is offering home, car and goods insurance at reasonable rates.		(1)
	3.1.3	• Radio • Local television • Pop-up advertisements on certain websites	(3 × 1)	(3)
	3.1.4	• People between 30 and 50 years of age • People who want to insure their home, cars and goods.	(Any 1 × 1)	(1)
3.2	3.2.1	H		
	3.2.2	E		
	3.2.3	G		
	3.2.4	B		
	3.2.5	F		
	3.2.6	A		
	3.2.7	D		
	3.2.8	C		
			(8 × 1)	(8)
3.3	3.3.1	Objective		
	3.3.2	Objective		
	3.3.3	Objective		
			(3 × 1)	(3)
3.4	•	Pathos		
	•	Logos		
	•	Ethos		
			(3 × 1)	(3)

3.5	3.5.1	• It uses pictures • It uses bold letters	(2)
	3.5.2	By the words: We deliver food to your doors	(1)
	3.5.3	• It uses the words: Order now! • It provides telephone numbers • It provides a website	(3 × 1) (3)
3.6		• Phone in programmes on the radio • Questionnaires filled in by consumers • Observe sales volumes to determine consumer behaviour • Compile reviews of the products • Launch competitions • Invite the consumers to apply for a free giveaway • Check the sales figures before and after the advertising campaign	(Any 2 × 2) (4)
TOTAL SECTION C:			30

[30]

SECTION D: MULTICULTURAL COMMUNICATION IN THE BUSINESS WORLD

QUESTION 4

4.1	A subculture is a culture within a specific culture, that shares the same interests, beliefs, language and the way they form their own culture. ✓✓ OR A system of values, traditions, customs and beliefs shared by members of a specific group of people different from the rest of that culture. ✓✓ (1 × 2)			(2)
4.2	• Profession/occupation • Ethnicity • Religion • Language			(4)
4.3	• Symbols • Beliefs • Values and attitudes • Norms of behaviour • Expectations		(3 × 1)	(3)

- 4.4
- Not offending them
 - Building trust
 - Improving teamwork
 - Teaching others about one another's cultures
 - Avoiding unnecessary misunderstanding
 - Understanding their language
 - Understanding their behaviour
- (Any 2 × 1) (2)
- 4.5
- Power
 - Prejudice
 - Stereotyping
 - Lack of empathy
 - Lack of trust
 - Ethnocentricity
 - Conflicting goals of communication
- (Any 4 × 1) (4)
- 4.6
- 4.6.1 True
- 4.6.2 False
- 4.6.3 False
- (3 × 1) (3)
- 4.7
- Get rid of external barriers
 - Improve your knowledge of other cultures
 - Identify the receiver
 - Have a positive attitude
 - Provide feedback
 - Pay attention to language
 - Listen
 - Good conduct
- (Any 2 × 1) (2)

[20]

TOTAL SECTION C: 20
GRAND TOTAL: 100