



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second paper)

10 June 2024

This marking guideline consists of 4 pages.

(Second paper)

SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

- 1.1 1.1.1 One of the most important reasons for communication in the workplace is to issue instructions on how and when to do tasks.✓✓
- 1.1.2 The relational function builds on the ideas of open dialogue, improving relationships within the company and being able to communicate openly and honestly.✓✓
- 1.1.3 The ambiguity management function includes both the command and relational functions. This function should motivate managers and supervisors to take part in open dialogue and to let go of total control, while still maintaining their authority.✓✓
- 1.1.4 Internal communication refers to the communication that takes place within an organisation.✓✓
- 1.1.5 External communication occurs when members of an organisation at all levels communicate verbally and nonverbally with individuals or groups outside the organisation.✓✓
- 1.1.6 A briefing is a meeting held to share information and provide instructions to staff about a job that has to be done.✓✓
- (6 × 2) (12)
- 1.2 • Sometimes messages pass through too many intermediaries before reaching their final destination and become distorted in the process.✓✓
- 1.2 • Sometimes the media used to convey information do not allow room for feedback, e.g. noticeboards, announcements on public address system.✓✓
- 1.2 • Departmental heads fail to simplify instructions sufficiently before passing them on to subordinates. (Any 2 × 2) (4)
- 1.3 • Social chats during the working day tend to waste time.✓✓
- 1.3 • It could breed inappropriate familiarity between junior and senior staff.✓✓
- 1.3 • Whenever staff morale is low, informal communication tends to degenerate into negative office gossip, personal slurs and unethical behaviour.
- 1.3 • It serves to reduce staff morale to a level where the organisation as a whole becomes ineffective. (Any 2 × 2) (4)
- 1.4 1.4.1 E✓✓
- 1.4 1.4.2 A✓✓
- 1.4 1.4.3 D✓✓
- 1.4 1.4.4 B✓✓
- 1.4 1.4.5 C✓✓
- (5 × 2) (10)

(Second paper)

SECTION B: FORMULATION OF AIMS, GOALS AND OBJECTIVES

QUESTION 2

2.1	2.1.1	False✓✓		
	2.1.2	False✓✓		
	2.1.3	True✓✓		
	2.1.4	True✓✓		
	2.1.5	True✓✓		
			(5 × 2)	(10)
2.2	B✓✓			
	D✓✓			
	A✓✓			
	C✓✓			
			(4 × 2)	(8)
2.3	•	Self-control		
	•	Diary		
	•	Week and year planners		
	•	Wall charts and desk pads		
	•	Delegation		
			(Any 2 × 1)	(2)
				[20]
TOTAL SECTION B:				20

SECTION C: SOCIAL AND MASS MEDIA ADVERTISING

QUESTION 3

3.1	3.1.1	Ethos		(1)
	3.1.2	emotions		(1)
	3.1.3	Appeal to authority/The use of testimonials		(1)
	3.1.4	Ethos/Logos/Pathos	(Any 1 × 1)	(1)
	3.1.5	Selecting of facts		(1)
	3.1.6	Assertion		(1)
	3.1.7	negative		(1)
	3.1.8	Inform,✓ interpret,✓ educate,✓ entertain,✓ advertise,✓ render a service,✓ promote culture,✓ act as a moral watchdog✓	(8 × 1)	(8)
3.2	3.2.1	False		
	3.2.2	True		
	3.2.3	True		
	3.2.4	False		
	3.2.5	True		
			(5 × 1)	(5)

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3.3	3.3.1	Objective,✓ it is based on facts✓		
	3.3.2	Subjective,✓ it is an expression of personal feelings and opinion✓		
	3.3.3	Subjective,✓ it is an expression of personal feelings and opinion✓		
	3.3.4	Subjective,✓ it is an expression of personal feelings and opinion✓		
	3.3.5	Objective,✓ it is a statement of fact✓		
			(5 × 2)	(10)
				[30]
			TOTAL SECTION C:	30

SECTION D: MULTICULTURAL COMMUNICATION IN THE BUSINESS WORLD

QUESTION 4

4.1	•	Language✓ – English-speaking✓		
	•	Religion✓ – Christian✓		
	•	Profession✓ – Medical doctor✓		
	•	Ethnicity✓ – English-speaking South African✓		
	•	Demography✓ – Man, father of three, medical doctor✓	(5 × 2)	(10)
4.2	•	Values		
	•	Beliefs		
	•	Norms of behaviour		
	•	Symbols		
	•	Perceptions		
	•	Attitudes		
	•	Expectations	(Any 5 × 1)	(5)
4.3	4.3.1	F		
	4.3.2	D		
	4.3.3	E		
	4.3.4	C		
	4.3.5	B		
			(5 × 1)	(5)
				[20]
			TOTAL SECTION D:	20
			GRAND TOTAL:	100