



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

COMMUNICATION N5
(Second paper)

12 June 2025

This marking guideline consists of 7 pages.

(Second paper)

SECTION A: ORGANISATIONAL COMMUNICATION

QUESTION 1

- 1.1 1.1.1 Relaxed/laissez faire/free rein leadership style✓✓ (2)
- 1.1.2
- She says she does not mind what anyone chooses to do as long as they meet the due date.✓✓
 - Ms Alex says that the way the team members will do their tasks whenever they get time/will be able to start, is fine with her.✓✓
- (2 × 2) (4)
- 1.1.3
- This type of leadership style leads to laziness in employees if they are not supervised.
 - Employees may leave doing a job for the last minute and then rush to get it done and make mistakes or the job may not meet the required standards.
 - They can cost the company money when mistakes are only realised later.
 - Some employees need guidance or training
 - but they are left to sort out things for themselves.
 - It creates a low corporate culture of low productivity,
 - where employees do not cooperate.
 - Employees are often confused and frustrated
 - from the lack of instruction they get from their manager.
- (Any 3 × 1) (3)
- 1.2 1.2.1
- By email
 - During one-on-one conversations or calls
 - Presentation
 - Board meeting
 - Staff meeting
 - Workshop
 - Notice on company's website
 - In a newsletter
 - In a press release
 - In a circular
 - Written report
- (Any 3 × 1) (3)
- 1.2.2
- Change management is when an organisation prepares itself,✓
 - its employees and other interested parties for large scale change✓
 - and supports them throughout the process.✓
- (Any relevant definition) (Any 3 × 1) (3)

(Second paper)

- 1.3
- Briefing means giving employees the necessary information, ✓✓
 - instructions and advice
 - before they go somewhere, meet someone important, start a project, etc. ✓
- OR
- Briefing involves divulging information
 - and issuing instructions
 - about work to be done.
- OR
- Briefing is a meeting that shares information
 - and provides instruction to staff
 - about work to be done.
- OR
- Briefing takes place when people are informed officially
 - and in detail
 - about a job that has to be done. (Any relevant definition) (Any 1 × 3) (3)
- 1.4
- | | | | |
|-------|-------------------|--|--|
| 1.4.1 | Vertical downward | | |
| 1.4.2 | Vertical downward | | |
| 1.4.3 | Horizontal | | |
| 1.4.4 | Vertical upward | | |
| 1.4.5 | Horizontal | | |
- (5 × 1) (5)
- 1.5
- | | | | |
|-------|---|--|--|
| 1.5.1 | H | | |
| 1.5.2 | E | | |
| 1.5.3 | F | | |
| 1.5.4 | A | | |
| 1.5.5 | B | | |
| 1.5.6 | C | | |
| 1.5.7 | D | | |
- (7 × 1) (7)
- [30]**
- TOTAL SECTION A: 30**

(Second paper)

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

QUESTION 2

2.1

AIM	GOAL	OBJECTIVE
An aim is a general statement of something you hope to achieve.✓	A goal is a more specific plan to achieve the desired result in the future.✓	An objective is the proposed action or activity that you will use as part of your specific goal to reach the aim.✓

(ONE mark for tabulating the difference)✓

(4)

2.2

- 2.2.1 Problem
- 2.2.2 Results
- 2.2.3 Goal
- 2.2.4 Time
- 2.2.5 Factors
- 2.2.6 Action/objectives
- 2.2.7 Limit/frame
- 2.2.8 Criteria
- 2.2.9 Writing
- 2.2.10 Feedback

(10 × 1)

(10)

2.3

- 2.3.1
- Prioritise her set objectives.✓✓
 - Set a time schedule.✓✓
 - Regularly evaluate her time spent.

(Any 2 × 2)

(4)

- 2.3.2
- Ruth was not sure when she would be able to start.
 - Ruth was unsure about her priorities.
 - She was disorganised.
 - She had too much work to do.
 - She complained that the instructions on the photos to be taken were not clear.
 - She had unclear instructions.

(Any 2 × 1)

(2)

[20]

TOTAL SECTION B:

20

(Second paper)

SECTION C: SOCIAL AND MASS MEDIA COMMUNICATION AND ADVERTISING

QUESTION 3

- 3.1 3.1.1 Electronic media
 3.1.2 Printed media
 3.1.3 Outdoor media
 3.1.4 Audio-visual media

(4 × 1) (4)
- 3.2
 - Inform
 - Interpret
 - Educate
 - Entertain
 - Advertise
 - Persuade
 - Render a service
 - Promote culture
 - Serve as a moral watchdog

(Any 4 × 1) (4)
- 3.3
 - Target group
 - Sender's objectives

(2)
- 3.4 3.4.1 To inform
 3.4.2 To persuade
 3.4.3 To inform
 3.4.4 To remind
 3.4.5 To inform

(5 × 1) (5)
- 3.5 3.5.1 To inform

 3.5.2
 - Attention
 - Interest
 - Desire
 - Action

(4)
- 3.5.3 Yes

(1)

(Second paper)

- 3.5.4 **ATTENTION**
- Bold fonts – 'We Are hiring join our team'/job vacancies✓✓
 - Bright colours
 - Images
- INTEREST**
- Send your CV and portfolio to careers @ultimate.co✓✓
- DESIRE**
- Admin supervisor
 - Digital marketing specialist
 - Graphic designers
- ACTION**
- Apply now
 - More information: www.ultimate.co/careers/join (Any 2 × 2) (4)
- 3.5.5 Factual presentation style (1)
- 3.5.6 Applicants looking for a job in the following positions:
- Admin supervisor✓✓
 - Digital marketing specialist✓✓
 - Graphic designers (Any 2 × 2) (4)
- [30]**
- TOTAL SECTION C: 30**

(Second paper)

SECTION D: MULTICULTURAL COMMUNICATION IN THE BUSINESS WORLD

QUESTION 4

4.1	4.1.1	Verbal ✓✓	(4 × 2)	(8)
	4.1.2	Non-verbal ✓✓		
	4.1.3	Verbal ✓✓		
	4.1.4	Non-verbal ✓✓		
4.2	4.2.1	A✓✓	(4 × 2)	(8)
	4.2.2	D✓✓		
	4.2.3	C✓✓		
	4.2.4	B✓✓		
4.3	4.3.1	Diversity refers to a range or variety of people in a workplace or country, who are seen to be different based on their race, language, ethnic group or nationality, political views, religion, age, gender, physical and mental abilities, etc.✓✓ (Any relevant definition) (Any 1 × 2)	(2 × 2)	(4)
	4.3.2	Culture refers to the way of life that is shared by a group in a society and it is passed down from one generation to the next. It includes language, traditions, beliefs, social values, etc.✓✓ OR It can be defined as the beliefs, values, behaviours and attitudes that are shared by a group of people. OR Culture is the system of beliefs, values, customs and traditions shared by members of a group who often also share the same physical objects, symbols and language. (Any similar 1 × 2)		
			(2 × 2)	[20]

TOTAL SECTION D: 20
GRAND TOTAL: 100