



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

COMMUNICATION N6
(Second Paper)

(5140406)

18 November 2016 (X-Paper)
09:00–11:00

CLOSED-BOOK EXAMINATION

TWO dictionaries are allowed.

NO electronic dictionaries may be used.

This question paper consists of 7 pages and an addendum of 2 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
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NATIONAL CERTIFICATE
COMMUNICATION N6
(Second Paper)
TIME: 2 HOURS
MARKS: 100

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Leave a line between the answers.
 5. Begin each question on a NEW page.
 6. Write neatly and legibly.
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SECTION A**QUESTION 1**

- 1.1 Complete the following sentences by filling in the missing word or words. Write only the word or words next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.
- 1.1.1 ... needs are the needs on the four lower levels of Maslow's hierarchy.
- 1.1.2 ... includes an expression of philosophy and principle.
- 1.1.3 The first step towards solving a problem is ...
- 1.1.4 ... is necessary to be able to pinpoint the source of the problem.
- 1.1.5 ... conflict involves mild levels of conflict constructive in nature.
- 1.1.6 ... is interpersonal behaviour for the sake of harmonious relationships.
- 1.1.7 During the ... stage stress is overwhelming and the victim is not coping.
- 1.1.8 Repetitive, boring and under-stimulating work is also known as ...
- 1.1.9 During the ... interview the applicant faces a group of interviewers.
- 1.1.10 Judging candidates in the first few minutes of an interview is called ...
- (10 × 2) (20)
- 1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.
- 1.2.1 Hygienic or maintenance factors relate to the context of the job.
- 1.2.2 Timing should be considered when identifying and defining a problem
- 1.2.3 When one deliberately ignores a problem it is known as subordination.
- 1.2.4 Any factor or condition which causes stress is known as stress phobia.
- 1.2.5 Closed questions only require a simple 'yes' or 'no' answer.
- (5 × 1) (5)

1.3 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 (Security/Affiliation) needs involve the need to be accepted by people.

1.3.2 (Simulation/Judgement) techniques could be applied to see possible consequences if particular solutions were to be implemented.

1.3.3 (Intrapersonal/Interpersonal) conflict refers to conflict within a person.

1.3.4 When you are (angry/assertive) you state your feelings in a frank and honest way without trampling on the rights of others.

1.3.5 During the (patterned/unstructured) interview questions are asked as they come to mind.

(5 × 1)

(5)
[30]

SECTION B

Read the attached article (*Will fake rhino horns curb poaching?*) in the ADDENDUM and answer the questions.

QUESTION 2: MOTIVATION

2.1 2.1.1 What is the lowest need that needs to be satisfied according to Maslow?

2.1.2 Is this need currently being satisfied by poachers of rhino horn?

2.1.3 Substantiate your answer in QUESTION 2.1.2 by quoting from the article.

(3 × 1)

(3)

2.2 Motives prompt the individual into action. Since 1960 the black rhino population has declined by 96%. Poaching has increased rapidly. The company *Pembient* is trying to fight this trend by using a very interesting invention.

2.2.1 What is the goal activity of *Pembient's* invention?

2.2.2 What is their goal-directed activity?

2.2.3 In order for *Pembient* to achieve their goal they are conscious in their focus and motive.

Explain *conscious*.

(3 × 1)

(3)

- 2.3 The attitude of management towards their employees is often reflected in the policy of the company.
- 2.3.1 Name the FOUR different types of policies that can be followed by management. (4)
- 2.3.2 Just like management, countries can also reflect their attitudes with policies. The American government threatened countries with sanctions in 1980 after poaching was spiralling out of control.
- What policy do their actions reflect? (1)
- 2.4 The problem of rhino poaching in South Africa is very big. Some people are very frustrated and this can lead to aggression and even apathy towards this situation. This is part of irrational coping behaviours when needs are not satisfied. On the other hand there are rational coping behaviours.
- Explain the following rational coping behaviours:
- 2.4.1 Compensation
- 2.4.2 Rationalisation (2 × 2) (4)
- [15]

QUESTION 3: PROBLEM SOLVING AND DECISION MAKING

- 3.1 What is the problem rhinos experience in the article? (1)
- 3.2 Conservationists and people seek to end this problem.
- State the SEVEN steps to follow in the general decision-making process. (7)
- 3.3 The company *Pembient* think they can solve this problem with a unique invention. Susie Ellis, executive director of the *International Rhino Foundation*, believes that two things will happen once faux rhino horns flood the market.
- State the TWO problems that according to her the invention may cause. (2)
- 3.4 Ms Ellis names four solutions at the end of the article which she thinks could be the solution to the problem.
- What are these FOUR solutions? (4)
- 3.5 After a year of flooding the market with faux rhino horns the invention has led to highly favourable results.
- Name the category of this decision. (1)
- [15]

QUESTION 4: CONFLICT AND STRESS

4.1 Define *conflict*. (3)

4.2 Tabulate the differences between functional conflict and dysfunctional conflict. (3 × 2) (6)

4.3 There are various types of conflict.

Identify the types of conflict described below:

4.3.1 Mr Matthew Marcus of *Pembient* disagrees with Ms Susie Ellis of the *International Rhino Foundation* about the outcome of *Pembient's* new invention.

4.3.2 The reason the local population around the Kruger National Park turns to poaching is the constant struggle for jobs and money.

4.3.3 The poacher is having conflicting emotions after he killed his first rhino. (3 × 1) (3)

4.4 Exposing conflict in the open can have benefits.

Give THREE potential benefits that one can gain from conflict situations. (3)

4.5 Define *stress*. (3)

4.6 What is the difference between eustress and distress? (1 + 1) (2)

4.7 Ms Ellis has been fighting against poaching nonstop for the past year. She realises that she is seeing changes in herself.

Categorise these changes into the following categories by writing A, B or C next to the question number (4.7.1–4.7.4):

- A Emotional effects
- B Behavioural effects
- C Physical effects

4.7.1 Loss of memory

4.7.2 High blood pressure

4.7.3 Irregular breathing

4.7.4 Anxiety

(4 × 1) (4)

- 4.8 Ms Ellis decides to see a psychologist. He gives her some general guidelines for coping with stress.

Name SIX things he told her to do.

(6)
[30]

QUESTION 5: INTERVIEWS

- 5.1 Who is the sender of the article in the ADDENDUM? (1)
- 5.2 Who is the receiver of the article in the ADDENDUM? (1)
- 5.3 Name FIVE types of employment interviews. (5)
- 5.4 Explain THREE differences between a radio and a television interview. (3)

[10]

TOTAL: 100

ADDENDUM

Will fake rhino horns curb poaching?

By Tia Ghose, senior writer, livescience.com | 26 June 2015 (edited and reduced)

A new company, *Pembient*, is engineering a synthetic rhino horn that could be indistinguishable from the natural kind. The goal is to flood the black market for rhino horn, which is prized in some parts of Asia for its medicinal value, according to the company. By decreasing the amount of money the horn fetches, the company founders hope to reduce the incentive for poachers in Africa to kill rhinos. But rhino conservation foundations, including the *International Rhino Foundation* and *Save the Rhinos*, argue that creating faux rhino horns could actually do more harm than good.

RHINOS IN PERIL

The black rhinoceros population has declined by 97,6% since 1960, according to the *International Union for Conservation of Nature*. Poaching is the main problem. Last year, 2 015 rhinos were killed in the centre of poaching territory – South Africa – compared to just 13 back in 2007, said Susie Ellis, executive director of the *International Rhino Foundation*, a conservation organisation that aims to protect rhinos.

In South Africa's *Kruger National Park*, crime syndicates from Mozambique cross the border, sneak into the park and slaughter several rhinos daily, she said. Demand for rhino horns in Asia is fuelling illegal rhino hunting. In China and Vietnam, the middle and upper-middle classes see rhino horn as a status symbol. Eastern medicine practitioners tout the horns as a blood cleanser, fever reducer, hangover cure and even cancer treatment, though there is absolutely no evidence that it has any medicinal value. According to Matthew Markus, CEO of *Pembient*, one kilogram of rhino horn can fetch up to \$100 000 on the black market, creating a strong incentive for poaching.

FAUX IVORY

To combat this economic incentive, *Pembient* workers are developing a way to produce rhino horn that is genetically identical to the natural kind. Rhino horn is made of keratin, the same protein in human skin, hair and nails. The team is inserting the keratin genes into yeast cells, which can produce the protein rapidly. Chemical modifications can then make the proteins align like those in rhino ivory, Markus said. This slurry of keratin can then be used as a powder or 3D-printed into any shape including a rhino horn.

The company hopes to flood the market with faux rhino ivory. If the rhino horn is indistinguishable from the real thing, they predict the price will fall. "We've determined we can do this for one eighth of the black-market price," Markus told *Live Science*. At that point, poachers will have less incentive to undertake the dangerous and illegal work of slaughtering real rhinos, Markus said. The hope is that poachers will also 'get greedy' and decide to 'cut' their product with the synthetic horn, just as drug dealers do, Markus said. Eventually, poachers may decide real rhino horn is too much trouble and stop poaching altogether, Markus added.

STRATEGIC BACKFIRE?

But the idea could actually increase demand for real rhino horn, Ellis believes. For one, the company is making a new market for the horn, because it plans to put it into products that now use water buffalo horn, not rhino horn, she said. In addition, "the production of this synthetic horn reinforces this idea that it has some medicinal value when there isn't any evidence to support it," Ellis told *Live Science*.

What's more, flooding the market with the faux rhino horn may increase demand for it, Ellis said. "90% of the reported rhino horn in circulation right now is not real but we still see poaching is just astronomically escalating," Ellis said. In addition, the method would create additional work for international customs agents, who would have to distinguish between the legal and illegal rhino keratin, Ellis said. It also diverts attention away from more tested approaches to combat poaching. For instance, when poaching was spiralling out of control in the 1980s, the United States threatened countries with sanctions, and poaching died down, Ellis added.

Funding and training more wildlife rangers, getting local communities to report poaching, convincing purchasers in Asia that the product is worthless and even evacuating rhinos to safer locations are all strategies that have been shown to work in the past, Ellis said.