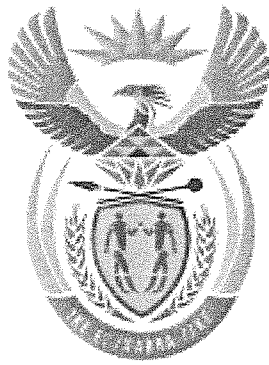
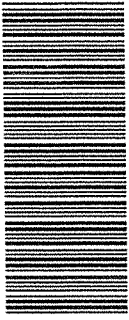


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N140(E)(J7)H
JUNE EXAMINATION**

NATIONAL CERTIFICATE

COMMUNICATION AND HUMAN RELATIONS N6

(5140306)

**7 June 2013 (X-Paper)
09:00–12:00**

No dictionaries may be used.

This question paper consists of 9 pages and a 1-page addendum.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
COMMUNICATION AND HUMAN RELATIONS N6
TIME: 3 HOURS
MARKS: 200

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. Write neatly and legibly.
-

SECTION A**QUESTION 1**

- 1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.
- 1.1.1 Visual semiology is communication by means of anything that needs to be heard by the receiver in order to be understood.
- 1.1.2 The circular process of interviewing is where the interviewer and the interviewee continuously change roles as sender and receiver.
- 1.1.3 The informative interview's purpose is to persuade the respondent to alter his perceptions, thoughts and opinions.
- 1.1.4 The type of conflict that exists freely between two or more individuals is called interpersonal conflict.
- 1.1.5 Job analysis is the process of determining and reporting pertinent information relating to the nature of a specific job. (5 × 2) (10)
- 1.2 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.
- 1.2.1 Someone may vote on behalf of someone else
- 1.2.2 Correction or alteration to the agenda or minutes
- 1.2.3 If there is a deadlock in the voting, the chairperson's vote decides whether it is for or against the motion
- 1.2.4 Record the exact words spoken at the meeting
- 1.2.5 Minimum number of people that must be present for the meeting to proceed (5 × 2) (10)

- 1.3 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.
- 1.3.1 An example of a personal document that you should take along when going for an interview is ...
- A job application form.
 - B municipal account.
 - C curriculum vitae.
 - D previous pay slip.
- 1.3.2 The following is an example of a physiological need:
- A Belonging to a union
 - B Going on a vacation
 - C Receiving an award
 - D Getting a promotion
- 1.3.3 A client who easily gets angry has the following personality type:
- A Phlegmatic
 - B Bilious
 - C Sanguine
 - D Choleric
- 1.3.4 What is the easiest and most affordable method to sell a product/service?
- A Pamphlet
 - B Business card
 - C Radio advertisement
 - D Advertising in a newspaper
- 1.3.5 One of a secretary's duties is to ...
- A summarise arguments for or against a motion before putting it to the vote.
 - B ensure that all instructions and decisions are carried out.
 - C count the votes in the absence of a treasurer.
 - D ensure that a meeting is properly constituted.
- 1.3.6 An example of vertical communication is ...
- A the marketing manager needing information from the financial manager.
 - B a secretary from the sales division phoning a secretary from the public relations department.
 - C the head chef giving instructions to the junior chefs.
 - D the receptionist of a hotel speaking to another receptionist about a client who wants to confirm a booking.

- 1.3.7 Which of the following is an example of a perceptual barrier?
- A Poor eyesight
 - B Intelligence
 - C Snow on the television
 - D Using slang
- 1.3.8 A form of verbal communication:
- A A graph
 - B A frown
 - C A sign/ symbol
 - D A memorandum
- 1.3.9 Which graph will most likely be used to indicate the increase in sales for the year?
- A Pie chart
 - B Pictogram
 - C Bar chart
 - D Line graph
- 1.3.10 The theory that states that conflict must be avoided because it is negative and damaging is a/an ...
- A old fashioned approach.
 - B traditional approach.
 - C behavior approach.
 - D interaction approach.
- (10 × 2) (20)
- 1.4 A receptionist must have a pleasant voice. Identify the PHYSICAL ASPECTS of speech in the following scenarios. Only select the correct answer of the words that are underlined:
- 1.4.1 Correct relaxation/breathing control helps to determine the quality of your voice.
- 1.4.2 Tension in your body is almost always reflected in speech. It is important to practice relaxation/screaming.
- 1.4.3 When we use our lips, tongue, palate, teeth and lower jaw to form speech, we are making use of articulation/pronunciation.
- 1.4.4 If you speak through your nose, your voice will have no resonance/articulation.
- 1.4.5 How fast or how slow you speak is called tempo/volume.
- (5 × 2) (10)
[50]

TOTAL SECTION A: 50

SECTION B**QUESTION 2**

Refer to the attached ADDENDUM A and answer the following questions that are based on it.

- 2.1 Identify the following elements of communication as depicted in the case study:
- 2.1.1 Sender (1)
 - 2.1.2 Receiver (1)
 - 2.1.3 Medium (1)
 - 2.1.4 Message (2)
- 2.2 There are TWO possible barriers to the communication process. Identify and explain why the barriers occurred. (4)
- 2.3 Give ONE example of non-verbal communication that illustrates the emotion that Sarah was experiencing. (1)
- 2.4 There are THREE theories regarding conflict within an organisation. Name and explain each of the theories. (3 × 2) (6)
- 2.5 Sarah was also dealing with a type of conflict. Name and explain the type of conflict she was dealing with. (4)
- 2.6 State any FIVE negative consequences that conflict can have on Riviera Restaurant. (5 × 2) (10)
- 2.7 Sarah was very frustrated after the telephone conversation and took her frustration out on one of the clients who phoned later. A huge argument ensued. Her friend and colleague, Jessica, is very concerned and decides to give her guidelines for handling interpersonal conflict. Name and explain FIVE guidelines that her friend would give to her. (5 × 2) (10)
- 2.8 There are ways to handle customer complaints. Suggest and explain FIVE ways how one can handle customer complaints. (5 × 2) (10)
- [50]**

QUESTION 3

Refer to QUESTION 2. The receptionist, Sarah is actually a qualified chef who was unable to get a job that is more suited for her qualification. A new Five Star Hotel is about to open at the Boardwalk and they advertised various positions that will suit her qualification. She decides to apply for a position as JUNIOR CHEF.

Answer the following questions that are based on the above-mentioned scenario.

- 3.1 The possible candidates, who wish to apply for the position of JUNIOR CHEF, must submit their CVs to the recruitment agency at the Boardwalk. Suggest SIX things that Sarah must keep in mind when compiling her CV. (6 × 2) (12)
- 3.2 Sarah wants to ask her previous employer to act as a reference. What is a REFERENCE? (2)
- 3.3 She should not just rely on the job title alone as that can be very misleading. Her friend, Jessica, decides to get information about what the job entails. Suggest any FIVE reasons why Sarah needs to get information before applying for a job. (5 × 2) (10)
- 3.4 Sarah applied for the job and got invited to an interview. She should know that the non-verbal aspects of a person's voice are very important during an interview. It is not WHAT you are saying that is important but HOW you are saying it. Bearing that in mind, explain in detail how the following non-verbal cues in a candidate's voice can help him/ her during an interview:
- 3.4.1 Register
 - 3.4.2 Tone
 - 3.4.3 Pronunciation
 - 3.4.4 Accent
 - 3.4.5 Style (5 × 2) (10)
- 3.5 After the interviews, there is normally a selection process. Explain the selection process that the recruitment agency will follow. (6)
- 3.6 Employees need to be motivated not to become discouraged. Explain how the following factors will help to MOTIVATE the employees in their working environment:
- 3.6.1 Policy (3)
 - 3.6.2 Supervision (3)
 - 3.6.3 Remuneration (3)

- 3.7 Sometimes a company must make use of a consultant. Give ONE reason why a company should make use of a consultant. (1)
[50]

QUESTION 4

Refer to the previous case study in QUESTION 1 and 2 when answering the following questions:

- 4.1 The manager of Riviera Restaurant is very perturbed with the way staff is handling clients and decides to workshop them. The AIDA principle for sales was explained to staff. Name and explain FOUR steps on how the AIDA principle can be applied to promote sales at the restaurant. (4 × 2) (8)
- 4.2 The manager is especially interested in assisting staff on how they should handle difficult clients. Write detailed sentences on how the following aspects can assist staff when dealing with difficult clients:
- 4.1.1 Tact
 - 4.1.2 Empathy
 - 4.1.3 Patience
 - 4.1.4 Assertiveness
 - 4.1.5 Determining expectations (5 × 2) (10)
- 4.3 The manager is stressed because none of the plugs at the venue that he has booked for the workshop is working. Furthermore, there are no boards.
- 4.3.1. There are two options for visual aids that he may use. Suggest ONE visual aid that he can use. (2)
 - 4.3.2 Explain TWO reasons why he should use the visual aid that you selected in QUESTION 4.3.1 by referring to its advantages. (2 × 2) (4)
- 4.4 The employees of Riviera Restaurant feel there is no need for them to be trained. Explain FIVE reasons why they should be trained. (5 × 2) (10)
- 4.5 There are always BARRIERS in the training process. Identify and explain any THREE barriers that can occur during training staff of Riviera Restaurant. (3 × 2) (6)

4.6 The manager needed to replace Sarah and advertised the position. Interviews were held and one successful candidate was chosen. The manager needs to orientate the new employee. Name the TEN steps that should be included in an orientation program. (10)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

ADDENDUM A

Sarah Manns is a receptionist at Riviera Restaurant in Port Elizabeth. Lately she was having problems because she has a car and lease agreement that need to be paid and she feels like she's not earning enough. While her manager was out, a client phones to complain about the poor service that she received at the restaurant the previous week.

The client was unhappy because she discovered a hair in her soup and felt that the waitress, Millicent Shauders, was rude and did not listen to her complaint.

Ms. Manns battled to understand the client because she was speaking with a heavy German accent. She also became very frustrated with the client because she had a lot on her mind.

When the client repeated her story for the fourth time, she could not suppress a sigh. The client then insisted that the manager must rather call her back because she is tired of dealing with incompetent people!