



# higher education & training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA

## MARKING GUIDELINE

**NATIONAL CERTIFICATE**

**JUNE EXAMINATION**

**COMMUNICATION AND HUMAN RELATIONS N6**

**7 JUNE 2013**

**This marking guideline consists of 7 pages.**

**SECTION A****QUESTION 1**

1.1	1.1.1	False ✓✓		
	1.1.2	True ✓✓		
	1.1.3	False ✓✓		
	1.1.4	True ✓✓		
	1.1.5	True ✓✓	(5 × 2)	(10)
1.2	1.2.1	Proxy ✓✓		
	1.2.2	Amendment ✓✓		
	1.2.3	Casting vote ✓✓		
	1.2.4	Verbatim ✓✓		
	1.2.5	Quorum ✓✓	(5 × 2)	(10)
1.3	1.3.1	C – Curriculum Vitae ✓✓		
	1.3.2	B – Going on vacation ✓✓		
	1.3.3	D – Choleric ✓✓		
	1.3.4	A – Pamphlet ✓✓		
	1.3.5	C – Count the votes in the absence of the treasurer ✓✓		
	1.3.6	C – The head chef giving instructions to the junior chefs ✓✓		
	1.3.7	B – Intelligence ✓✓		
	1.3.8	D – Memorandum ✓✓		
	1.3.9	D – Line Graph ✓✓		
	1.3.10	B – Traditional approach ✓✓	(10 × 2)	(20)

1.4	1.4.1	Breathing control ✓✓		
	1.4.2	Relaxation ✓✓		
	1.4.3	Articulation ✓✓		
	1.4.4	Resonance ✓✓		
	1.4.5	Tempo ✓✓	(5 × 2)	(10)
				<b>[50]</b>
<b>TOTAL SECTION A:</b>				<b>50</b>

**QUESTION 2**

2.1	2.1.1	The client ✓		(1)
	2.1.2	Sarah Manns/ receptionist ✓		(1)
	2.1.3	Telephone ✓		(1)
	2.1.4	She is unhappy with the service that she received at the restaurant and wants to speak to the manager. ✓✓		(2)
2.2		Semantic barrier – ✓ The client speaking with a German accent. ✓ Psychological barrier – ✓ The receptionist was frustrated stressed. ✓		(4)
2.3		The receptionist was sighing. ✓		(1)
2.4		Traditional view. ✓ It is the view that conflict must be avoided because it is damaging. The consequences are that it causes fatigue, a 'don't care attitude', hostility, aggression and can lead to bad decision making. ✓✓ Behaviour approach. ✓ It is when conflict is regarded as natural and part of human nature. It leads to a positive contribution to the achievements of workers. ✓✓ Interaction approach. ✓ It emphasises that not only is conflict positive but it is necessary among employees in order for them to achieve. ✓✓		(6)
2.5		Individual conflict. ✓✓ It is within herself that she is experiencing stress and frustration. (within herself) ✓✓		(4)
2.6		<ul style="list-style-type: none"> <li>• It can delay decision-making. ✓✓</li> <li>• Time and energy can be wasted. ✓✓</li> <li>• Obstacles are formed, which hinders effective listening. ✓✓</li> <li>• It discourages the search for more effective alternatives. ✓✓</li> <li>• Communication is disrupted. ✓✓</li> <li>• Unnecessary work can be done and functions duplicated. ✓✓</li> <li>• It creates defensive behaviour. ✓✓</li> <li>• It creates deadlocks. ✓✓</li> <li>• Members can become impassive or withdrawn. ✓✓</li> <li>• It diminishes or destroys sensitivity. ✓✓</li> <li>• It causes emotions that can disrupt meetings or discussions. ✓✓</li> </ul>	(Any 5 × 2)	(10)

- 2.7
- She should show interest and involvement in the person and spend time listening and show a willingness to be involved.√√
  - She should listen attentively and try to understand how the other person feels about the matter.√√
  - She must try to build that person's image and treat him in a manner that will have a positive effect on his feelings, pride and dignity.√√
  - She must focus on the facts and rather be specific than speaking in general.√√
  - Must try to be objective and unprejudiced at all times.√√
  - She must allow time for participation where both parties must be allowed time and feel free to discuss their opinions.√√
- (Any 5 × 2) (10)
- 2.8
- Avoid confrontation.√ A complaint is seldom an attack on the staff but rather aimed at the situation. Employees should stay calm and objective at all times.√
- Listen attentively.√ Separate fact from emotions. Rather concentrate on facts to get through to the source of the complaint.√
- Show empathy.√ Cut through the emotions and agree with the customer.√
- Determine expectations.√ Find out what you can do to solve the customer's complaint.√
- Avoid the negative.√ Say what you could do and not what you cannot do.√
- Do not refer.√ If you are not able to assist the customer, do not just send him away to the next person.√
- Positive impression.√ If you treat the complainant well, it will create a positive impression about the company.√
- (Any 5 × 2) (10)  
[50]

## SECTION B

### QUESTION 3

- 3.1
- She must present her CV in point- form with headings, subheadings and points.√√
  - She must keep her CV brief and to the point by including only the most essential information.√√
  - She must structure her information clearly and logically. Number and mark the different aspects of her CV.√√
  - She must space out her CV so that it reads easily. It should be neat and attractive.√√
  - Print it on plain A-4 paper.√√
  - If she should include a photograph of herself on the cover page, it should show that she is the kind of person they want to employ.√√
- (6 × 2) (12)
- 3.2
- A reference is a person that is willing to provide information of you as a person, ex/previous employer.√√
- (2)

- 3.3
- The duties of the job√
  - The location of the job√
  - The equipment and materials used√
  - The extent of supervision given or received√
  - The working conditions√
  - The experience, education and training required√
  - The communication abilities needed√
  - The responsibilities the job carries√
- (Any 5 × 2) (10)
- 3.4
- 3.4.1 Register: She must make sure that her choice of words and the degree of formality suit the situation. She should also avoid slang.√√
- 3.4.2 Tone: Her voice should reflect enthusiasm, interest, motivation, assertiveness, confidence etc. She must not mutter or speak in a monotone.√√
- 3.4.3 Pronunciation: She must speak as clearly and as naturally as possible.√√
- 3.4.4 Accent: The interviewer might not understand a strong accent so rather avoid using dialect.√√
- 3.4.5 Style: She must express her thoughts and feelings clearly, simply and respectfully.√√
- (5 × 2) (10)
- 3.6
- 3.6.1 Policy: The workers are more motivated when they feel they are participating in the process and that management is interested in their views and ideas. Motivation is higher because it is intrinsic. (3)
- 3.6.2 Supervision: If the supervisor regulates, monitor activities and metes out praise and recognition, staff will be motivated. Planned goals are also quickly reached. (3)
- 3.6.3 Remuneration: Home loans and company shares can be a motivation. If some form of compensation is offered to show appreciation for a work well done, then it will result in higher productivity. It can satisfy the need for self-esteem. (3)
- 3.7
- Assist the small business more effective.√
  - Technology is changing quickly and companies can't keep up.√
  - It is cheaper.√
  - Save business time.√
- (Any ONE) (1)  
[50]

**QUESTION 4**

- 4.1 Attention: Approach the client, greet and then direct the attention to the product. Supply sufficient information about the product.√√  
 Interest: Determine what the client's need is and suggest a product for the specific need.√√  
 Desire: The client must be aroused so that he wants to buy the product.√√  
 Action: He must be so convinced that he wants to purchase the product, the sales assistant can assist the client with his decision making.√√  
(4 × 2) (8)
- 4.2 4.2.1 Tact: Be friendly and considerate and discuss and answer any questions regarding the product.√√
- 4.2.2 Empathy: Help the client if he can't make a decision. Limit the choice in order to help him.√√
- 4.2.3 Patience: Do not rush a client if he wants to collect as much information as possible before making a decision. Rather supply the information.√√
- 4.2.4 Assertiveness: Encourage a client who likes to "look" around to look at different articles.√√
- 4.2.5 Determining expectations: If there is a language problem or if the client has a problem, you should identify it and get help or try to help the client.√√  
(5 × 2) (10)
- 4.3 4.3.1 Chart √√ or a flip chart.√√ (2)
- 4.3.2 Chart:
- It's international and can overcome barriers such as language and illiteracy.
  - The information is immediately available.
  - It has an immediate impact and is easy to remember.
  - It's ideal for comparing different units and pointing out differences.
- Or**
- Flip chart:
- It's effective to present different topics for discussion, to list procedures or to present a sequence of information which cannot be fitted onto a single page.
  - It's economical and easy to produce.
  - Easy to transport
  - Easy to set up
- (Any 2 × 2) (4)

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- 4.4
- The workers will be productive sooner.
  - To supply workers for more effective work.
  - Helps them to be more loyal and to increase their morale.
  - It leads to fewer costs and less wastage.
  - There are fewer accidents and absences.
  - It improves work satisfaction.
- (Any 5 × 2) (10)
- 4.5
- The trainer might be inexperienced.
  - The training might have no aim.
  - The workers might feel it's not their responsibility.
  - The employees might be evaluated too soon.
  - There might be insufficient evaluation of the training.
  - It might be too expensive and it can be cancelled because of costs.
- (Any 3 × 2) (6)
- 4.6
- Introduction to the company
  - Review of important policy and practice
  - Review of benefits and services
  - Benefit plan enrolment
  - Completion of employment documents
  - Review of employment expectations
  - Setting of employee expectations
  - Introduction to fellow workers
  - Introduction to facilities
  - Introduction to the job
- (10 × 1) (10)  
[50]
- TOTAL SECTION B: 150**  
**GRAND TOTAL: 200**