



**higher education  
& training**

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**JUNE EXAMINATION**

**COMMUNICATION AND HUMAN RELATIONS N6**

**8 JUNE 2016**

**This marking guideline consists of 8 pages.**

**QUESTION 1**

- |     |  |       |          |             |     |
|-----|--|-------|----------|-------------|-----|
| 1.1 | 1.1.1  | H     |          |             |     |
|     | 1.1.2  | I     |          |             |     |
|     | 1.1.3  | F     |          |             |     |
|     | 1.1.4  | G     |          |             |     |
|     | 1.1.5  | J     |          |             |     |
|     | 1.1.6  | E     |          |             |     |
|     | 1.1.7  | A     |          |             |     |
|     | 1.1.8  | C     |          |             |     |
|     | 1.1.9  | B     |          |             |     |
|     | 1.1.10   | D     |          |             |     |
|     |  |       | (10 × 2) | (20)        |     |
| 1.2 | 1.2.1  | False |          |             |     |
|     | 1.2.2  | False |          |             |     |
|     | 1.2.3  | True  |          |             |     |
|     | 1.2.4  | True  |          |             |     |
|     | 1.2.5  | False |          |             |     |
|     |  |       | (5 × 2)  | (10)        |     |
| 1.3 | <ul style="list-style-type: none"> <li>• The nuclear or extended family has different customs or rules of social conduct.</li> <li>• Extended families tend to regard family, the group or an organisation as more important than the individual.</li> <li>• They think that competition in the job environment is strange.</li> </ul> |       |          | (Any 2 × 2) | (4) |
|     |  |       |          | <b>[34]</b> |     |

**QUESTION 2**

- |     |       |  |  |  |
|-----|-------|--|--|--|
| 2.1 | 2.1.1 | <ul style="list-style-type: none"> <li>• Can lead to boredom.</li> <li>• May lead to excessive smoking, poor eating habits and alcohol abuse.</li> </ul>   |  |  |
|     | 2.1.2 | <ul style="list-style-type: none"> <li>• Under-promotion or over-promotion can lead to stress if no escape route is seen.</li> <li>• Lack of security like fear of retrenchment or dismissal is also an important potential stressor.</li> </ul>   |  |  |
|     | 2.1.3 | <ul style="list-style-type: none"> <li>• Being part of a large organisation may be stressful if it is perceived as being a threat to freedom, independence or individuality.</li> <li>• Stress may also result if the organisation does not allow for participation in decision-making and office politics.</li> </ul> |  |  |

- 2.1.4
- If the person's role in the organisation is ambiguous and conflicting it can cause stress.
  - A very rigid and inflexible job description may also be stressful because it allows no room for personal style.
- 2.1.5
- Family problems, financial difficulties and the conflict between demands made by family and work can cause stress.
  - A career woman has to especially often deal with stress caused by an unsupportive spouse or feelings of guilt because she is not always available when her children need her.
- (5 × 2) (10)
- 2.2
- The remuneration is appropriate.
  - The work environment is pleasant.
  - There is supervision and job satisfaction.
  - There are recognition and promotion opportunities.
  - Humane treatment.
  - The employee enjoys the work.
  - The work is challenging enough.
  - The employee feels affiliated, competent, powerful, in control, proud and has status.
- (Any 5 × 2) (10)
- 2.3
- 2.3.1 These are all meeting activities which happen before a meeting. The secretary is usually in charge of these activities and documents.
- 2.3.2 Direct coping methods for dealing with stress. This involves a course of action to attempt to change an uncomfortable situation which can cause stress.
- 2.3.3 These are various theories regarding conflict and that conflict can be viewed in an organisation as either necessary and positive, as natural or that it must be avoided.
- 2.3.4 These are symptoms or characteristics of a good self-image. People can either have a good or a bad self-image. A self-image is how you see yourself, what you think other people think of you and how you would like to be seen.
- 2.3.5 These are all examples of charts and graphic representations used to convey information to either the public or to the employees during training sessions.

	2.3.6	These refer to the physical aspects of speech which must be taken into consideration for effective communication.		
	2.3.7	These are all diseases and ailments which are associated with chronic stress. Stress is a modern illness which has increased tremendously due to all the strains and expectations of modern society.		
	2.3.8	People are usually grouped into these four personality categories. It is good to know these categories when you work in the service industry and you have to deal with clients.		
	2.3.9	These are the documents which you should include with your CV when you apply for a job. It must be certified copies as you must never send the original documents.		
	2.3.10	These refer to the physiological needs according to Maslow's hierarchy of needs which must be met when you are in a working environment. Without meeting these basic needs, you cannot move on to higher needs.	(10 × 2)	(20)
2.4	2.4.1	Sender		
	2.4.2	Message		
	2.4.3	Medium		
	2.4.4	Receiver		
	2.4.5	Feedback	(5 × 2)	(10)
				<b>[50]</b>

### QUESTION 3

3.1	<ul style="list-style-type: none"> <li>• Physiological needs</li> <li>• Security needs</li> <li>• Need for love and acceptance</li> <li>• Need for self-esteem</li> <li>• Need for self-actualisation</li> </ul>	(5 × 2)	(10)
3.2	<ul style="list-style-type: none"> <li>• The report must have the correct layout according to the prescribed format.</li> <li>• The report should provide the reader with objective and relevant information written in an unemotional, controlled and precise way.</li> <li>• The report should be written in a concise manner.</li> <li>• The language should be unbiased and formal.</li> <li>• The correct tenses should be used – usually the past tense.</li> </ul>	(5 × 2)	(10)

- 3.3
- Ensures that the meeting is properly constituted.
  - Presides over the meeting in accordance with the agenda in the listed order.
  - Ensures that all discussions are relevant.
  - Maintains good order and manages the time spent on each topic throughout the meeting.
  - Answers questions on a point of order and to rule members out of order if necessary.
  - Formulates proposals and amendments to motions.
  - Summarises arguments for and against a motion before putting it to the vote.
  - Exercises a casting vote in the event of a deadlock.
  - Grants permission for members to leave early.
  - Closes the meeting at the proper time or adjourns the meeting appropriately. (Any 8 × 1) (8)
- 3.4
- Functional conflict  
Also known as constructive conflict it promotes creative problem solving and leads to innovation in an organisation. It identifies problems and stimulates cooperation among employees.
  - Non-functional conflict  
Also known as destructive conflict it is detrimental and prevents goals from being reached. (2 × 1) (2)
- [30]**

#### QUESTION 4

- 4.1 Attention✓  
The salesperson must approach the client, greet and give direct attention to the product.✓ He/She should know the product and be able to supply sufficient information about the product.✓
- Interest✓  
The client's interest must be aroused by determining what his need is.✓ The sales assistant should then suggest a product for the specific need.✓
- Desire✓  
The client's desire must be aroused so that he wants to own the product.✓ The sales assistant must play on that desire.✓
- Action✓  
The client must be completely convinced that he wants the product.✓ By correct presentation and suggestions, the sales assistant can assist the client with his decision.✓ (4 × 3) (12)

- 4.2
- He must be aware of certain reactions from clients that indicate that they are ready to buy the product.
  - By wording a question in such a manner that the client is forced to make a choice.
  - When the client is undecided the sales assistant should remove the items that the client does not like and leave only a few items from which a final choice can be made.
  - The client can also be convinced to purchase by drawing attention to different aspects of the article.
  - The client can also be encouraged to buy immediately as it may not be available later because the price has been reduced for a certain period.
  - By making the client feel that he/she is getting something extra when they buy. (Any 5 × 2) (10)
- 4.3
- 4.3.1 Have the required background knowledge which you received through your studies to know for example the different stages of whisking egg white.
- 4.3.2 Able to physically perform the duty of whisking egg white to the correct stage for various types of dishes for example a meringue or a soufflé.
- 4.3.3 A good enough manager to lead the kitchen, to be ethical in your work and to not serve clients horse meat and sell it as ostrich meat. Also to serve the correct portion sizes. (3 × 2) (6)
- 4.4 Advantages:
- The tempo at which the information is transmitted can be controlled by the presenter to suit the needs of the audience.
  - The use of the overhead projector is more interesting and attractive than for instance the chalkboard.
  - It is easy to handle and exceptionally durable.
  - The preparation of transparencies is easy and economical.
  - Transparency pens are available in a variety of colours.
  - Transparencies can also be produced by means of a photocopying machine.
  - It is not expensive to replace transparencies with more up-to-date versions. (Any 2 × 1)
- Disadvantages:
- If movement should be explained on a transparency, expensive additional equipment is required.
  - It needs electricity.
  - It is becoming outdated and old fashioned in the corporate sector. (Any 2 × 1) (4)

- 4.5
- It has a negative influence on good relations in general.
  - Conflict can lead to poor productivity.
  - It can cause the failure of the whole project.
  - Conflict may create a bad image of the company.
  - A financial loss could be the end result.
- (5 × 2) (10)  
**[42]**

**QUESTION 5**

- 5.1 D – A – C – B (4)
- 5.2
- By using face-to-face communication where possible.
  - Learning as much as possible about different barriers which could interfere with communication.
  - Be sensitive to the other person's background.
  - Use direct, unambiguous and simple language.
  - Repeating your message orally or in writing to make sure it has been understood correctly.
  - Avoiding subjective and emotional language.
  - Establishing a relationship of trust between the receiver and yourself.
  - Being open-minded and open to suggestions.
  - Getting rid of your defensive attitudes.
  - Being a good listener.
- (10 × 1) (10)
- 5.3
- You must not dress too casually, dramatically or formally.
  - The way you dress must be appropriate for an interview and you should look as if you will fit well into the organisation.
  - Men can either wear a suit or smart-casual wear, with a jacket with no jewellery except for a watch and a wedding ring.
  - Women should dress smartly, appropriately and comfortably.
  - Women should not wear too much make-up or extravagant jewellery.
  - It is a good idea to try on your outfit in advance to make sure it fits and is suitable.
  - Use perfume or aftershave sparingly.
  - Try not to go to the interview with extra bags and parcels.
  - Make sure that your hair and nails are neat and clean and your breath is fresh.
- (Any 5 × 2) (10)

5.4	5.4.1	The systematic transfer of knowledge✓ and the development of skills, insights and attitudes✓ on the part of an individual✓ in order to adequately perform a given task or job.✓		
	5.4.2	The testing✓ of learners✓ as well as the evaluating of the course contents✓ even before presenting it.✓		
	5.4.3	The group of factors✓ which determines✓ and directs✓ organism behaviour.✓		
	5.4.4	A well-structured,✓ objective and informative document✓ or presentation that aims to provide the reader or listener✓ with information on a specific subject or topic.✓		
	5.4.5	A two-way process✓ whereby information✓ is sent from one person through a channel✓ to another who in turn reacts by providing feedback.✓	(5 × 4)	(20)
				<b>[44]</b>
			<b>TOTAL:</b>	<b>200</b>