



**higher education  
& training**

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

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**NOVEMBER EXAMINATION**

**COMMUNICATION AND HUMAN RELATIONS N6**

**25 NOVEMBER 2014**

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

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

1.1	1.1.1	C		
	1.1.2	B		
	1.1.3	D		
	1.1.4	A		
	1.1.5	C		
	1.1.6	C		
	1.1.7	B		
	1.1.8	D		
	1.1.9	D		
	1.1.10	B		
			(10 × 2)	(20)
1.2	1.2.1	False		
	1.2.2	True		
	1.2.3	False		
	1.2.4	True		
	1.2.5	True		
			(5 × 2)	(10)
1.3	1.3.1	Breathing control		
	1.3.2	Relaxation		
	1.3.3	Articulation		
	1.3.4	Resonance		
	1.3.5	Tempo		
			(5 × 2)	(10)
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)
				[50]
			<b>TOTAL SECTION A:</b>	<b>50</b>



- 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 facts 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/her 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]**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 CV.
  - She must space out her CV so that it reads easily. It should be neat and attractive.
  - Print it on plain A4 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 who is willing to provide information about 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 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 Her voice should reflect enthusiasm, interest, motivation, assertiveness, confidence, etc. She must not mutter or speak in a monotone.

- 3.4.3 She must speak as clearly and as naturally as possible.
- 3.4.4 The interviewer might not understand a strong accent so rather avoid using dialect.✓
- 3.4.5 She must express her thoughts and feelings clearly, simply and respectfully.✓  
(5 × 2) (10)
- 3.5
- The interviewee must be tactful and polite
  - The interviewee must be qualified
  - The interviewee must be the most suitable applicant for the job.
  - Gain information regarding the applicant
- (Any relevant 3 × 2) (6)
- 3.6
- 3.6.1 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 If the supervisor regulates, monitors activities and metes out praise and recognition, staff will be motivated. Planned goals are also quickly reached. (3)
- 3.6.3 Home loans and company shares can be a motivation. If some form of compensation is offered to show appreciation for work well done, then it will result in higher productivity. It can satisfy the need for self-esteem. (3)
- 3.7
- It assists the small business more effectively.
  - Technology is changing quickly and companies can't keep up.
  - It is cheaper.
  - It saves the business time.
- (Any 1 × 1) (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 the client's need and suggest a product for the specific need.✓
  - Desire:✓ The client must be aroused so that he wants to buy the product.✓
  - Action:✓ The client must be so convinced that he/she wants to purchase the product that the sales assistant can assist him/her with his decision making.✓
- (4 × 2) (8)

- 4.2 4.2.1 Be friendly and considerate and discuss and answer any questions regarding the product.
- 4.2.2 Help the client if he/she can't make a decision. Limit the choice in order to help him/her.
- 4.2.3 Patience: Do not rush a client if he/she wants to collect as much information as possible before making a decision. Rather supply the information.
- 4.2.4 Encourage a client who likes to look around to look at different articles.
- 4.4.5 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/Flip chart. (2)
- 4.3.2 Chart:
- It is 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 is ideal for comparing different units and pointing out differences.
- OR**
- Flip chart:
- 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
  - Economical and easy to produce
  - Easy to transport
  - Easy to set up (Any 2 × 2) (4)
- 4.4
- The workers will be productive sooner.
  - It supplies workers for more effective work.
  - It helps them to be more loyal and increases their morale.
  - It leads to fewer costs and less waste.
  - There are fewer accidents and absences.
  - It improves work satisfaction. (Any 5 × 2) (10)

4.5	<ul style="list-style-type: none"><li>• The trainer might be inexperienced.</li><li>• The training might have no aim.</li><li>• The workers might feel it is not their responsibility.</li><li>• The employees might be evaluated too soon.</li><li>• There might be insufficient evaluation on the training.</li><li>• It might be too expensive and it can be cancelled because of costs.</li></ul>	(Any 3 × 2)	(6)
4.6	<ul style="list-style-type: none"><li>• Introduction to the company</li><li>• Review of important policies and practices</li><li>• Review of benefits and services</li><li>• Benefit plan enrolment</li><li>• Completion of employment documents</li><li>• Review of employment expectations</li><li>• Setting of employee expectations</li><li>• Introduction to fellow workers</li><li>• Introduction to facilities</li><li>• Introduction to the job</li></ul>	(10 × 1)	(10) [50]
<b>TOTAL SECTION B:</b>			<b>150</b>
<b>GRAND TOTAL:</b>			<b>200</b>