



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

COMMUNICATION AND HUMAN RELATIONS N6

23 NOVEMBER 2016

This marking guideline consists of 8 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	B		
	1.1.2	A		
	1.1.3	D		
	1.1.4	A		
	1.1.5	B		
			(5 × 2)	(10)
1.2	1.2.1	False		
	1.2.2	True		
	1.2.3	False		
	1.2.4	True		
	1.2.5	False		
	1.2.6	True		
	1.2.7	False		
	1.2.8	False		
	1.2.9	True		
	1.2.10	False		
			(10 × 2)	(20)
1.3	1.3.1	Co-opt		
	1.3.2	Functional		
	1.3.3	Attendance		
	1.3.4	Intensity		
	1.3.5	Honorarium		
	1.3.6	Resolution		
	1.3.7	Recruitment		
	1.3.8	Testimonial		
	1.3.9	Articulate		
	1.3.10	Diagonally		
			(10 × 1)	(10)
1.4	1.4.1	Distribution of advertising tools where the target market is situated.		
	1.4.2	A way people use space and distance to communicate ideas.		
	1.4.3	Communication by means of body movement.		
			(3 × 2)	(6)
1.5	1.5.1	External calls refer to calls that are from inside going out or outside calls coming to the organisation.		
	1.5.2	Internal calls refer to calls that are made within the organisation between employees.		
			(2 × 2)	(4)
				[50]

TOTAL SECTION A: 50

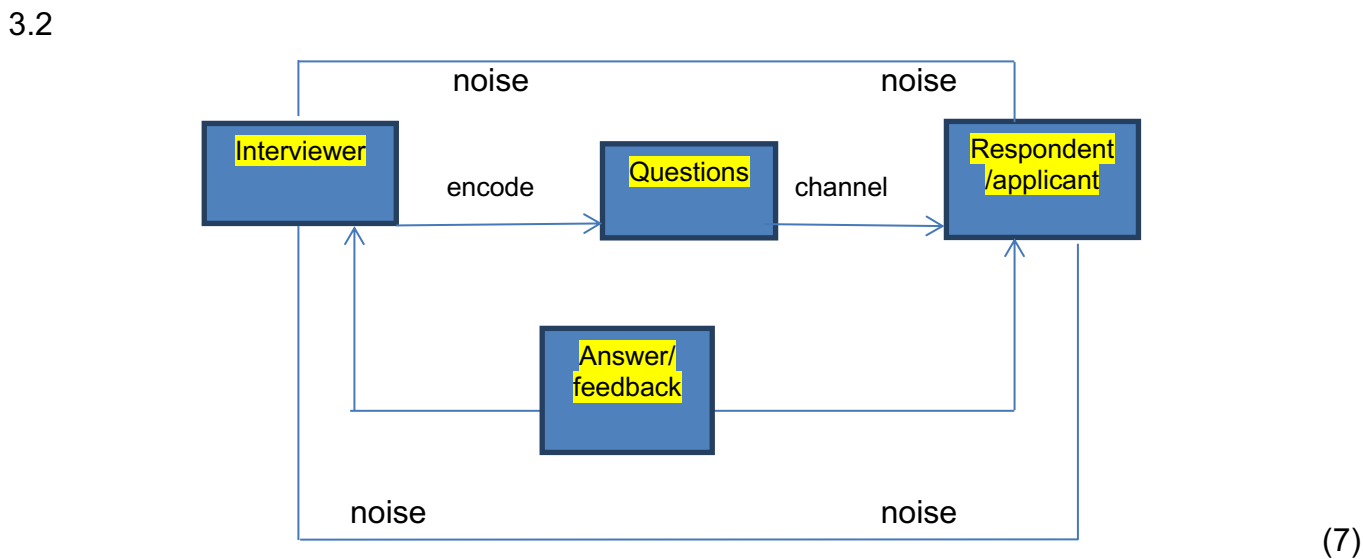
SECTION B**QUESTION 2**

- 2.1
- Personal information
 - Educational history
 - Career history/work experience
 - Skills
 - Testimonial and reference
- (5 x 1) (5)
- 2.2
- Make sure the picture is professional if included.
 - Obtain permission and update reference.
 - Information must be accurate and verified.
 - Structure information clearly and logically.
 - No hand-written CV
 - Tailor your CV for each job application.
 - Print CV on A4 paper with no folding.
- (7 x 1) (7)
- 2.3
- Certified copies of all certificates
 - Certified copy of ID
 - Testimonial
- (3 x 1) (3)
- 2.4 Refer to the completed ADDENDUM on the last page. (8)
- 2.5
- 2.5.1 Described as irascible (irritable, grumpy)✓✓ and sometimes a hot-tempered nature✓
- 2.5.2 Described as melancholic (moody) sad,✓ depressed✓ and sensitive of nature✓
- (2 x 3) (6)
- 2.6
- Tell the client that you understand the problem.
 - Request opportunity to rectify the problem.
 - Rectify the problem and provide feedback.
 - Offer the client assurance that similar problems will be managed better.
 - Prevent similar problems.
 - Apologise for inconvenience caused.
- (Any 6 x 1) (6)
- 2.7
- Approach client promptly to determine type of assistance they require.
 - Be presentable at all times.
 - Listen attentively to the client.
 - Concentrate on the client's request
 - Execute requests promptly and communicate the outcome.
 - Allow time to the client to be comfortable with his/her decision.
 - Overcome sale resistance by determining the objection to the product or service.
 - Offer suggestions of alternative products.
 - Close the sale and process any purchase quickly.
 - Offer sale support as prescribed by establishment policies.
- (Any 4 x 1) (4)

- 2.8 2.8.1 A job description is a written document that spells out to a job holder what he/she is supposed to do, how it is done and under what circumstances.
- 2.8.2 Job requirements indicate the knowledge, skills and certain characteristics that a potential employee must possess. (2 × 2) (4)
- 2.9 • Attractive remuneration
 • Promotion possibilities
 • Good working conditions
 • Creative and challenging tasks (Any 1 × 1) (1)
- 2.10 Email/on-line ✓ (1)
- 2.11 • Previous sales experience and excellent communication skills
 • Fluent in English and Afrikaans
 • Creatively persistent
 • Self-motivation and self-disciplined
 • Good people skills
 • Hardworking (Any 5 × 1) (5)
- [50]**

QUESTION 3

3.1 Communication is a two-way process ✓ whereby information is sent from one person to another who in turn reacts by providing feedback. ✓ (2)



- 3.3
- Do not ask only self-centred questions that focus on own demands.
 - Do not slump into a chair.
 - Do not sit before you are asked to do so.
 - Sit up straight without slouching.
 - Do not feel intimidated if you are placed in front of an interview panel.
 - Do not smoke before and during the interview.
 - Do not answer your cellphone during the interview; ensure it is on silent mode.
 - Do not wear too much jewellery or makeup.
 - Do not underdress or overdress. (Any 5 × 1) (5)
- 3.4
- Manage your daily activities.
 - Try to live within your means.
 - Build up a reliable support system.
 - A good laugh will help.
 - Use relaxation techniques.
 - Try to change your view of the problem.
 - Get sufficient sleep.
 - Exercise.
 - Follow a balanced diet.
 - Organise your life and environment.
 - Learn from your mistakes. (Any 6 × 2) (12)
- 3.5
- Appropriate supervision
 - Promotion opportunities
 - Human treatment
 - Appropriate remuneration
 - Pleasant work environment
 - Exciting work opportunities
 - Work challenges (Any 5 × 2) (10)
- 3.6
- To provide information
 - To gain information (2 × 1) (2)
- 3.7
- 3.7.1 The need to develop and use one's abilities and talents to the fullest
- 3.7.2 Physical, e.g. security guard at the gate and emotional safety, e.g. insurance
- 3.7.3 Acknowledgement and acceptance as part of the team (3 × 2) (6)

- 3.8
- To have a positive image of themselves.
 - Sets realistic and attainable goals.
 - Ability to express themselves.
 - Ability to withstand negative events.
 - Possesses a sense of humour.
 - Capability of controlling emotions.
 - Copes with negative feedback and criticism.
 - Takes calculated risks.
 - Gets along well with other people.
- (Any 6 × 1) (6)
[50]

QUESTION 4

- 4.1 Through orientation programmes √√ (2)
- 4.2
- To initiate them into the socialisation process.
 - Know who is who in the company.
 - Understand the role of other members.
- (Any 1 × 2) (2)
- 4.3 Reduction in:
- Staff turnover
 - Absenteeism
 - Accidents
 - High production costs
 - Unnecessary maintenance
 - Low morale
- (Any 5 × 2) (10)
- 4.4 In-service training/on-the-job training √√ (2)
- 4.5
- Break down the activities which the training will include.
 - Have a timetable.
 - Prepare the training area.
 - Have the work area properly arranged.
- (4)
- 4.6
- An inexperienced trainer
 - The absence of objectives
 - Cost factor
 - Lack of continuous training
 - Less support from managerial team
 - Evaluation of employees at the wrong time
 - Training limited to specific courses
 - Insufficient evaluating of training
- (Any 5 × 2) (10)

- 4.7
- The impact on the type of audience
 - The support it provides
 - The time available for and volume of information to transfer to learners
 - The complexity of the subject
 - Funds available to use or buying the aid required. (5 × 2) (10)
- 4.8
- TV
 - Flip chart
 - Data projector
 - Pictorials
 - Pie chart
 - Digital recorder
 - Bar chart
 - Line charts
 - Slides
 - Overhead video
 - Chalkboard or note board (10)
- TOTAL SECTION B: 150**
GRAND TOTAL: 200

ADDENDUM

2.4

COVERING LETTER STRUCTURE**SUBJECT HEADING (2)**

- The position which you are applying for. ✓

FIRST PARAGRAPH (3 × 1)

- Mention where ✓ and the date ✓ when the position was advertised.
- Refer the reader to your attachments. ✓

SECOND PARAGRAPH (2 × 1)

- Give reasons for your application. ✓
- Why the company interests you. ✓

THIRD PARAGRAPH (2 × 1)

- Summarise your strengths ✓ and how they might be an advantage to the company. ✓
- Relate your skills to the competency required for the job. ✓

LAST PARAGRAPH (2 × 1)

- Thank the employer for the opportunity ✓ and say that you are willing to be interviewed. ✓
- End with a sentence of goodwill. ✓