higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

(3061044)

27 November 2024 (X-paper)
09:00–12:00

Non-programmable calculators may be used.

This question paper consists of 15 pages and 1 addendum.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
PERSONAL ASSITANCE
NQF LEVEL 4
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. Answer QUESTION 4.1 on the attached ADDENDUM. Detach the page from the QUESTION PAPER and place it inside your ANSWER BOOK before handing it in.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

1.1 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 (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 The agenda of a meeting is …

A a list of topics to be discussed in a meeting.
B used to notify people of a meeting.
C used to predict the future of a business.
D intended to invite people to a meeting.

1.1.2 … refer to the general rules that apply to meetings.

A Meeting Protocols
B Office bearers
C Quorums
D Motions

1.1.3 A/An … is a motion that is proposed and seconded, then voted on and accepted.

A amendment
B proxy
C resolution
D report

1.1.4 … means that an appointed person can vote on behalf of another

A special
B proxy
C general
D limited

1.1.5 Shareholders must be notified in writing, … days in advance for annual general meetings.

A 7
B 21
C 10
D 5

1.1.6 The first step in managing satisfaction is …

A assessing satisfaction levels.
B identifying stakeholders.
C setting goals for satisfaction.
D taking action to improve satisfaction.

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1.1.7 Choosing the right communication channels, helps the business …

A to bombard customers.
B to use the most expensive channel.
C to ensure your message reaches your customers effectively.
D to limit customer access to information.

1.1.8 Building partnerships with customers involves …

A being active on social media platforms.
B using a one-size-fits-all approach.
C having a long response period to customer enquiries.
D using a transactional approach.

1.1.9 The first step in identifying expertise and resource needs is to …

A assess current resources.
B identify project requirements.
C hire additional staff.
D create a budget.

1.1.10 A … can be used to document the purchasing of tea and coffee items for the office.

A requisition form
B petty cash voucher
C order form
D cash invoice

1.1.11 A/An … plan can be used to identify where an employee needs to do better and progress can be monitored.

A action
B performance improvement
C contingency
D Gantt

1.1.12 Low levels of labour productivity can be caused by …

A insufficient training and skills.
B high levels of automation.
C adequate staffing levels.
D effective use of technology.

1.1.13 … is one of the causes of low material productivity.

A Using raw materials efficiently to minimize waste
B Implementing lean manufacturing practices
C Recycling waste materials
D Lack of training and skills

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1.1.14 Dealing with contingencies can contribute to improved single-factor productivity by …

A increasing downtime.
B minimizing disruptions and maintaining workflow.
C ignoring problems until they escalate.
D avoiding changes in the production process.

1.1.15 Contingency in the context of productivity refers to catering for …

A standard operating procedures.
B planned activities.
C routine tasks.
D unexpected events or circumstances.

(15 × 1) (15)

1.2 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–R) next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	A form of business ownership that is the simplest and quickest to establish	A	market research
1.2.2	A type of ownership that allows for a division of responsibilities and work among owners	B	break-even sales
1.2.3	Offers limited liability for its owners	C	demographic segmentation
1.2.4	The theory that suggests that as production scale increases, average cost per unit decreases	D	organisational chart
1.2.5	Information collected through methods such as surveys, interviews, focus groups, observations, and analyzing secondary data sources	E	supervisor
1.2.6	Age, gender, income, education, and family size can be used to categorise a buying market based on common characteristics	F	partnership
1.2.7	Divides the market based on location, helping businesses tailor products and marketing strategies to specific regions or countries	G	geographic segmentation
1.2.8	A tool commonly used to show the hierarchy of positions within a company	H	managerial roles
1.2.9	The guiding principles that shape the company's culture and behaviour	I	sole proprietorship
1.2.10	A team leader in a manufacturing plant who oversees the production line workers and ensures that production targets are met	J	staff functions
1.2.11	A document that sets out the objectives of a business	K	business plan
1.2.12	Level of sales at which total revenues equal total costs, resulting in neither profit nor loss	L	Pty Ltd company
1.2.13	Measures taken to expose a product or service to potential market(s)	M	economies of scale
1.2.14	Support roles that provide expertise, advice, and assistance to line functions	N	advertising
1.2.15	Responsibilities involve coordinating and directing the activities of a team or department to achieve organisational goals	O	mandatory roles
		P	vision
		Q	close corporation
		R	values

(15 × 1) (15)

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1.3 The following statements are FALSE. Correct the underlined phrases of each FALSE statement to make it TRUE (1.3.1–1.3.10) in the ANSWER BOOK. Write your answer out in full.

1.3.1 Productivity is calculated by <u>dividing input by output.</u>

1.3.2 <u>Benchmarks</u> are goals a business aims to achieve.

1.3.3 Single-factor productivity considers <u>labour, capital and material inputs.</u>

1.3.4 <u>Only management</u> have a responsibility in improving single-factor productivity.

1.3.5 Evaluation can be used to <u>ignore</u> actual improvements in single-factor productivity.

1.3.6 Key Performance Indicators (KPI's) are used to measure the <u>inefficacy</u> of groups of tasks.

1.3.7 Non-availability of material negatively impacts on <u>capital productivity</u>.

1.3.8 A guarantee is a promise by <u>the customer to accept any faults in a product or service without expecting any solutions from the store, regardless of the cause.</u>

1.3.9 Maintaining contact with stakeholders is <u>only necessary during the initial stages of handling a customer complaint.</u>

1.3.10 It is important to propose a solution to a customer complaint <u>before gathering all information.</u>

(10 × 2) (20)
[50]

TOTAL SECTION A: 50

SECTION B

Read the scenario below and answer QUESTION 2 and QUESTION 3.

GreenLife − A Sustainable Living Store

Background
GreenLife opened in 2018 in a city centre, offering sustainable and eco-friendly products. It focuses on items like organic foods, natural skincare, and reusable household items.

Business Concept and Values
GreenLife's concept revolves around sustainability, sourcing from ethical suppliers. It aims to promote a lifestyle that benefits both the environment and personal well-being.

Marketing and Customer Engagement
GreenLife hosts workshops and events on sustainable living. It also uses social media and a blog to educate customers on eco-friendly practices.

Challenges and Opportunities
Educating customers about sustainable living is a challenge, but GreenLife sees it as an opportunity to engage and build a loyal following. There are also opportunities for growth by expanding its product range and collaborating with local producers.

Future Outlook
GreenLife plans to expand online and in other cities. It also aims to partner with local environmental organizations to further promote sustainable living.

GreenLife exemplifies how a retail business can succeed by focusing on sustainability and health, engaging customers, and offering unique, eco-friendly products.

QUESTION 2

2.1

GreenLife - Sustainable Living Store

TO: Staff
DATE: 20 August 2023

Notice is hereby given to attend a staff meeting.

DATE OF THE MEETING: 28 August 2023

By order of the management

M. SANGWENI
PERSONAL ASSISTANT

2.1.1 Identify the above-mentioned document. (1)

2.1.2 Propose how the chairperson can effectively manage discussions in a meeting. (5 × 2) (10)

2.1.3 Which other documents must Ms Sangweni send together with the above-mentioned one? (2)

2.1.4 Why must the minutes of a meeting be recorded accurately? (2)

2.2

The store was founded by two people, Alice and Bob, who share a passion for sustainability and wanted to create a business that aligned with their values.

GreenLife may target environmentally conscious millennials who are looking for sustainable products that align with their values. By understanding this segment's preferences and shopping behaviours, GreenLife can develop marketing campaigns that resonate with this audience, such as promoting the environmental benefits of its products and emphasizing their quality and durability.

Additionally, GreenLife may also target families who are interested in adopting a more sustainable lifestyle. By offering products that cater to families' needs, such as eco-friendly household cleaners and reusable products for children, GreenLife can appeal to this segment's desire to reduce their environmental impact.

2.2.1 Identify the type of ownership of GreenLife. Motivate your answer. (2)

2.2.2 Tabulate TWO advantages and TWO disadvantages of the above type of ownership. (2 × 2) (4)

2.2.3 How could GreenLife use demographic segmentation to target specific customer groups for its sustainable products? Give ONE practical example of how they can target a specific group. (1 + 2) (3)

2.2.4 State THREE ways in which you could use social media to target environmentally conscious consumers for GreenLife. (3)

2.2.5 How would you use customer feedback and market research to improve GreenLife's advertising strategies? (3)

[30]

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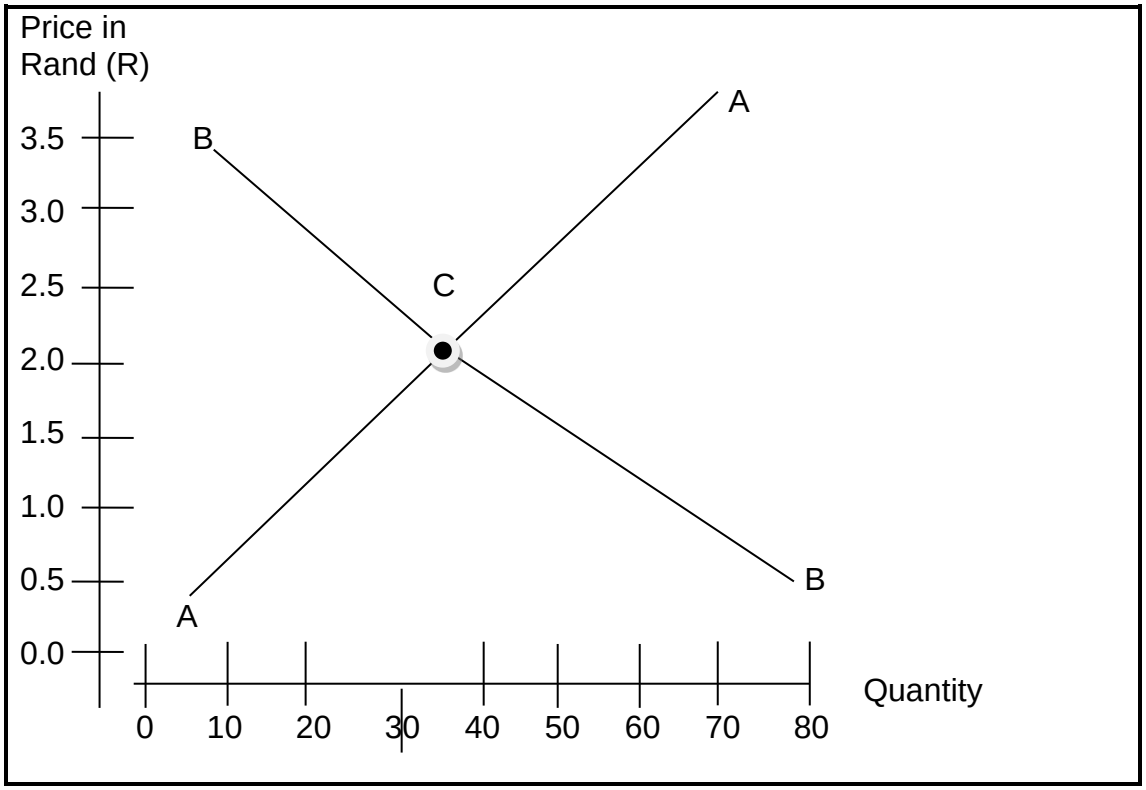
QUESTION 3

3.1 Study the diagram below and answer the questions.



3.1.1 Identify the demand and supply curves from the above graph and write it in the ANSWER BOOK.

3.1.2 Define the *law of demand*.

3.1.3 Identify point C in the graph above and explain what happens at this point.

(3 × 2) (6)

3.2 Eric is newly appointed as a marketer to assist with the marketing of the business. He requests a job description so that he is clear with regard to his reporting lines and responsibilities.

Assist the manager to compile a job description for Eric using the following headings:

- Job Title
- Department
- Salary
- To whom the person will report
- Qualifications
- Previous experience
- Main duties/Responsibilities – Give THREE (12)

3.3 Formulate a mission statement for GreenLife that shows its commitment to sustainability and eco-friendly products. (2)

3.4 Management styles refer to the approaches that leaders use to engage with their employees, make decisions, and achieve organizational goals. What type of management style does each member of GreenLife's management team exhibit, based on their actions.



3.4.1 Alice is passionate about sustainability and inspires employees to share her vision. Alice encourages innovation and creativity, often involving employees in decision-making processes related to sustainability.

3.4.2 Bob focuses on setting clear expectations and goals for employees. They are expected to comply with this.

3.4.3 Dave, the HR Manager, prioritizes the needs of employees and focuses on their development and well-being. Their social and leisure needs are always met.

3.4.4 Carol, the CFO, does not get involved with her workforce. Employees manage their own areas of business.

(4 × 2) (8)

3.5 Indicate whether the following organisational objectives are EFFECTIVE or INEFFECTIVE:

3.5.1 Expand online to reach customers across the country.



3.5.2 Compile monthly blogs to be posted on the first day of each month on their website and social media pages to educate customers on sustainable living in South Africa.

(2 × 1) (2)

[30]

QUESTION 4

Read the scenario below and answer QUESTION 4.1.

Matshidiso Mpe bought a set of Santoku knives from GreenLife EcoCut in Polokwane, Limpopo, known for their sustainable design. A few months later, the knives began rusting and losing their sharpness. She contacted GreenLife's customer service and spoke to Mr Johnson on 10 May 2024.

He created the following database file:

GREENLIFE ECOCUT CUSTOMER FILE	
Reference	GL-456/21
Name	Matshidiso Mpe
Customer ID	7902062200712
Contact Information	063 288 0523
Email Address	mmpe@gmail.com
Address	195 B SENGATANE
	Polokwane
	LIMPOPO
	0700

Despite Matshidiso following care instructions, GreenLife's customer service, represented by Mr Johnson, refused to replace or repair the knives under warranty, citing normal wear and tear. Further attempts to resolve the issue with GreenLife's support were unsuccessful.

4.1 Complete the Complaints Form on the attached ADDENDUM to record the original complaint. (15)

4.2 Grade the different types of customers in the table below. Choose the correct answer and write only the letter (A–C) next to the question number (4.2.1–4.2.4) in the ANSWER BOOK.

	TYPE OF CUSTOMER	A	B	C
4.2.1	Customers who only purchase from GreenLife when there are special promotions or discounts available			
4.2.2	Customers who have not engaged with GreenLife beyond their initial purchase and have not shown loyalty to the brand			
4.2.3	Customers who regularly purchase high-value organic foods, natural skincare products, and reusable household items from GreenLife			
4.2.4	Customers who provide occasional feedback but do not actively engage with GreenLife beyond their purchases			

(4)

4.3 State THREE actions that can be taken to improve customer satisfaction. (3)

4.4 Assist Alice in compiling her resource needs in her department as indicated in the table below. Complete the table by answering the questions.

Category of resource	Description of resource	Rate/Unit price	Quantity	Total/Total price
4.4.1	Marketing Intern	R40 per hour per	30 hours per week	**4.4.2**
4.4.3	Printers	**4.4.4**	2	R5700,00
Physical	Printed Flyers	R500,00	4 batches	**4.4.5**

4.4.1 What is the category/type of resource? (1)

4.4.2 What will the marketing intern earn per week? (2)

4.4.3 What is the category/type of resource? (1)

4.4.4 What is the unit price per printer? (2)

4.4.5 How much will all the printed flyers cost? (2)
[30]

QUESTION 5

5.1 Read the scenario below and answer the questions.

GreenLife, a sustainable living store, introduced a new process for packaging its organic food products. The new process has increased packaging efficiency but also resulted in higher packaging material costs. GreenLife wants to assess the single-factor productivity of the new packaging process compared to the old process.

5.1.1 Define *total-factor productivity.* (2)

5.1.2 Greenlife had an old packaging process in which 100 units of organic food was packaged using 50 units of packaging material.

Use the correct formula to calculate the productivity of this packaging. (4)

5.1.3 With the new packaging, Greenlife package 120 units of organic food using 60 units of packaging material.

Calculate the productivity of this new packaging (4)

5.1.4 Compare the single-factor productivity of the old and new processes. What do the results suggest about the efficiency of the new process compared to the old process? (4)

5.1.5 Discuss TWO ways in which GreenLife could further improve the efficiency of its new packaging process to increase single-factor productivity? (2 × 2) (4)

5.2 Indicate whether the following are INPUTS or OUTPUTS. Choose the answer and write only 'Input' or 'Output' next to the question number (5.1.1–5.1.4) in the ANSWER BOOK.

5.2.1 Labour

5.2.2 Services

5.2.3 Waste

5.2.4 Capital

(4 × 1) (4)

5.3 Compile a list of FOUR core values that you would consider important for this this company. (4)

5.4 How can the productivity of the business benefit the economy? (4)

[30]

QUESTION 6

6.1 Read the scenario below and answer the questions.

GreenLife has 10 employees working on packaging and they collectively package 500 units of organic food products in a week. Each employee works 40 hours per week. To calculate labour productivity, we use the formula: Labour Productivity = Output/Labour Hours (Output divided by Labour Hours)

Calculate the labour productivity of GreenLife's packaging department. Express your answer in units per labour hour. (5)

6.2 Discuss THREE potential risks or disruptions that GreenLife could face in its operations. (3 × 2) (6)

6.3 What measures could GreenLife implement to reduce the risks identified in QUESTION 6.2? (3 × 2) (6)

6.4 Give THREE effects of low levels of labour productivity. (3 × 2) (6)

6.5 What effect do the following qualitative factors have on absenteeism?

6.5.1 Leadership and management

6.5.2 Motivation

(2 × 2) (4)

6.6 Explain how communication as a qualitative factor can improve the productivity of the business. (3)

[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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ADDENDUM **EXAMINATION NUMBER:** | | | | | | | | | | | | | |

QUESTION 4

4.1

COMPLAINT FORM	
Full names of complainant	
ID Number	
Physical Address	
	***Province:**
Cell phone number	
E-mail address	

Area of concern (✓)	Product -related		Service-related	

Paring Knife		**Poor Communication**	
Bread Knife		**Customer service unreachable**	
Chef's Knife		**Unhelpful chat**	
Santoku Knife		**Bad refund policy**	

Short description of complaint
•
•
•
Action taken thus far
•
•

If you already had contact with a consultant, please state:	
Reference Number	
Date Contacted	
Once we received your complaint form, you can expect to hear from us within 5 working days.	

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