higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

27 November 2024

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	A
	1.1.2	A
	1.1.3	C
	1.1.4	B
	1.1.5	B
	1.1.6	B
	1.1.7	C
	1.1.8	A
	1.1.9	B
	1.1.10	B
	1.1.11	B
	1.1.12	A
	1.1.13	D
	1.1.14	B
	1.1.15	D

(15 × 1) (15)

1.2	1.2.1	I
	1.2.2	F
	1.2.3	L
	1.2.4	M
	1.2.5	A
	1.2.6	C
	1.2.7	G
	1.2.8	D
	1.2.9	R
	1.2.10	E
	1.2.11	K
	1.2.12	B
	1.2.13	N
	1.2.14	J
	1.2.15	H

(15 × 1) (15)

1.3 1.3.1 Productivity is calculated by <u>dividing output by input</u>.

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

1.3.3 Single-factor productivity considers <u>one input factor/labour inputs/capital inputs/material inputs</u>. (Accept any relevant answer)

1.3.4 <u>Management, employees and unions</u> have a responsibility in improving single-factor productivity.

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

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1.3.6 Key Performance Indicators (KPI's) are used to measure the efficacy of groups of tasks.

1.3.7 Non-availability of material negatively impacts on material productivity.

1.3.8 A guarantee is a promise by the store to find a solution to a product or service if it becomes faulty in a given time period due to poor workmanship or faulty materials.

1.3.9 Maintaining contact with stakeholders is necessary throughout the complaint-handling process.

1.3.10 It is important to propose a solution to a customer complaint after gathering all relevant information.

(10 × 2) (20)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1 Notice of a meeting (1)

2.1.2
- He/She should indicate his expectations regarding discussions clearly.
- He/She should demonstrate enthusiasm.
- He/She should ask for responses.
- He/She should encourage attendees to question one another respectfully.
- He/She should be mindful of body language.
- He/She should make eye contact.
- He/She should discourage those who try to monopolise meetings.

Any other relevant answer (Any 5 × 2) (10)

2.1.3 Agenda✓/Minutes of previous meeting✓/Reports (2)

2.1.4
- It reminds participants of actions they need to report back on
- It is used for future planning.
- It can serve as a legal document in a court of law. (Any 2 × 1) (2)

2.2 2.2.1 Partnership.✓ The business was started by Alice and Bob, and each manages a different section of it.✓ (2)

2.2.2

ADVANTAGES	DISADVANTAGES
• Shared financial burden and resources • Shared decision-making and workload • Combined skills, knowledge, and expertise • Easier to establish than a close corporation	• Unlimited liability for debts and obligations • Potential for disagreements among partners • Profits must be shared among partners • Partnership dissolves upon death or withdrawal of a partner

(Any 2 × 2) (4)

2.2.3 GreenLife could use demographic factors such as age, income, and education level to target specific customer groups.✓
For example, they might offer discounts to students or seniors to attract these segments.✓✓ (1 + 2)

2.2.4 GreenLife could use social media platforms such as Facebook, X , Instagram or TikTok to target environmentally conscious consumers by creating ads/promotions,✓posting blogs or content✓ or having competitions that highlight the eco-friendly nature of its products.✓

2.2.5 GreenLife can use customer feedback and market research to refine its advertising strategies by listening to customer preferences,✓ understanding market trends,✓ and identifying areas for improvement in its advertising campaigns.✓

(3 × 3) (9)
[30]

QUESTION 3

3.1 3.1.1
- Line BB is demand curve
- Line AA is supply curve

3.1.2 As the prices increase the quantities demanded decrease

3.1.3 It is the equilibrium point✓ It is the point at which supply and demand are equal to one another.✓

(3 × 2) (6)

3.2

Job Title: Department: Salary: To whom the person will report:	Marketer✓ Marketing department✓ R6500 per month✓ (accept any relevant amount) Paul Hlope (Owner)✓
Qualifications:	National Diploma: Marketing/NCV in Marketing✓ (Any relevant qualification)
Previous Experience:	18-month internship as a marketer/2 years as a marketer✓ (Any relevant experience)
Main duties/ Responsibilities:	Must be able work in a team of marketing professionals, completing objectives to achieve departmental goals.✓✓ Conduct market research and analysis to identify trends and opportunities for growth.✓✓ Manage digital marketing campaigns, social media, and email marketing.✓✓ (Accept any relevant marketing duties)

(12)

3.3

- Our mission at GreenLife is to provide high-quality, sustainable products that promote a healthy lifestyle and protect the environment.
- We are committed to sourcing from ethical suppliers, reducing waste, and educating our customers on the benefits of sustainable living.
- Through innovation and collaboration, we aim to create a greener, more sustainable future for all. (Any 2 × 1) (2)

3.4

3.4.1 Democratic manager
3.4.2 Autocratic manager
3.4.3 Paternalistic manager
3.4.4 Laissez-faire manager

(4 × 2) (8)

3.5

3.5.1 Ineffective
3.5.2 Effective

(2 × 1) (2)

[30]

QUESTION 4

4.1 **ADDENDUM**

COMPLAINT FORM	
Full names of complainant	Matshidiso Mpe ✓
ID Number	7902062200712✓
Physical Address	195 B Sengatane, Polokwane, 0700 ✓
	***Province: Limpopo**✓
Cell phone number	**063 288 0523**✓
E-mail address	mmphe@gmail.com ✓

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

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

Short description of complaint
The knives started rusting ✓ and would not maintain their sharpness several months after purchase.✓
Action taken thus far
The company refused to fix the knives and refused to replace or repair the knives free of charge,✓ despite Matshidiso's assurance that she had followed the care instructions✓ and had not exposed the knives to any damaging conditions.✓
If you already had contact with a consultant, please state:

Reference Number	GL-456/21✓
Date Contacted	10 May 2024 ✓

Once we receive your complaint form, you can expect to hear from us within 5 working days

(15)

4.2 4.2.1 C

4.2.2 C
4.2.3 A
4.2.4 B

(4 × 1) (4)

4.3
- Exceed your customer's expectations.
- Keep up with latest developments within the industry.
- Be sensitive in resolving complaints or queries.
- Constantly improve employee satisfaction. (Any 3 × 1) (3)

4.4 4.4.1 Human Resource✓ (1)

4.4.2 (30 hours * R40/hour)✓
R1,200 per week✓ (2)

4.4.3 Technological resource✓ (1)

4.4.4 R5700/2✓
= R2850,00 per printer✓ (2)

4.4.5 R500,00 × 4✓
= R2 000,00✓ (2)
[30]

QUESTION 5

5.1 5.1.1 Total Factor Productivity measures how efficiently and effectively inputs are turned into outputs in the production process.✓✓/Total factor productivity is a measure of all inputs divided by outputs. (2)

5.1.2 Productivity = Output/Input
Old Packaging process:

Output (Old) = 100 units of organic food
Input (Old) = 50 units of packaging material

$$\text{Productivity} = \frac{\text{Output}}{\text{Input}} \checkmark$$
$$= \frac{100}{50} \checkmark$$
= 2 units✓ of organic food per unit of packaging material (4)

5.1.3 New packaging process:

Output (New) = 120 units of organic food
Input (New) = 60 units of packaging material

Productivity = $\frac{\text{Output}}{\text{Input}}$ ✓

$= \frac{120}{60}$ ✓ ✓

= 2 units ✓ of organic food per unit of packaging material (4)

5.1.4 Comparing the two:

- Productivity (Old): 2 units of organic food per unit of packaging material
- Productivity (New): 2 units of organic food per unit of packaging material

The productivity of the new process is the same as the old process,✓ suggesting that the efficiency of the new process is similar to the old process in terms of packaging organic food.✓ GreenLife could explore ways to reduce the amount of packaging material used per unit of organic food packaged,✓ such as using more efficient packaging materials or optimizing the packaging process.✓ (4)

5.1.5 Employee Training:✓ Providing training to employees on efficient packaging techniques and best practices can help minimize errors and improve productivity✓

Supplier Negotiation:✓ Negotiating with packaging material suppliers for better prices or bulk discounts can lower material costs and improve overall productivity✓

Optimize Packaging Design: Redesigning the packaging to use less material while still providing adequate protection for the organic food products can reduce material costs and waste. (Any 2 × 2) (4)

5.2 5.2.1 Input
5.2.2 Output
5.2.3 Output
5.2.4 Input

(4 × 1) (4)

5.3
- Innovation
- Customer care
- Respect and trust
- Teamwork and capacity building
- Accountability
- Honesty and transparency (Any 4 × 1) (4)

5.4 Employment will improve✓ standards of living because more households earn an income,✓ more people will be able to save money and share in the country's wealth✓ and businesses will become more competitive.✓ (4)
[30]

QUESTION 6

6.1 Output (units of organic food products) = 500 units✓
Labour Hours = 10 employees * 40 hours/week = 400 labour hours✓✓
Labor Productivity = 500/400✓ = 1.25 units per labour hour✓ (5)

6.2
- GreenLife could face risks such as disruptions in the supply chain,✓ and delays in receiving organic food products from suppliers, which could impact its ability to meet customer demand.✓
- Natural disasters✓ such as floods or storms, could also disrupt operations or damage facilities.✓
- Changes in regulations✓ related to organic food production and marketing could affect GreenLife's business practices.✓ (3 × 2) (6)

6.3 To mitigate these risks, GreenLife could implement measures such as:
- Diversifying its supplier base to reduce dependence on a single supplier
- Developing relationships with alternative suppliers to ensure a backup supply source.
- Implementing inventory management practices to maintain adequate stock levels to meet customer demand during disruptions.
- Investing in backup power sources or infrastructure to minimize the impact of natural disasters on operations. (Any 3 × 2) (6)

6.4
- Targets not met
- Company under performs
- Retrenchments

Any other relevant answer (Any 3 × 2) (6)

6.5 6.5.1

- Effective leadership and management can have a significant impact on reducing absenteeism. When employees feel supported, valued, and well-managed, they are more likely to be motivated to come to work.✓
- Strong leadership can also create a positive work environment where employees feel engaged and empowered, reducing the likelihood of absenteeism due to job dissatisfaction or stress✓ Clear communication from leadership about expectations, goals, and policies can help employees understand the importance of attendance and the consequences of absenteeism.

6.5.2 Motivation plays a key role in determining absenteeism levels. Employees who are motivated and engaged in their work are more likely to show up consistently✓
Motivation can be influenced by factors such as job satisfaction, recognition, rewards, and opportunities for advancement✓

Employers can enhance motivation by providing a positive work environment, opportunities for professional development, and recognition for good performance.
When employees feel motivated and satisfied with their work, they are less likely to miss work due to lack of interest or engagement.

(Any 2 × 1)
(2 × 2) (4)

6.6

- Effective communication ensures that employees understand the company's goals, objectives, and expectations
- Good communication fosters collaboration and teamwork among employees. When team members can effectively communicate ideas, share information, and coordinate tasks, they can work together more efficiently, leading to higher productivity.
- Effective communication enables employees to discuss problems, brainstorm solutions, and make informed decisions. (3)

[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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