higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

22 November 2022

This marking guideline consists of 10 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1

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

(15 × 1) (15)

1.2

1.2.1 True ✓

1.2.2 False✓ A complaint about a faulty laptop charger is an example of a product related complaint. ✓

1.2.3 True

1.2.4 True

1.2.5 True

1.2.6 True

1.2.7 False✓ It is the role of management to share productivity gains with employees. ✓

1.2.8 True

1.2.9 True

1.2.10 True

1.2.11 False✓ The productivity of labour is affected by the beliefs and values of employees.✓

1.2.12 True

1.2.13 False✓ Consumer expectations is a factor that affects the demand of a product or service✓

1.2.14 True ✓

1.2.15 False✓ Leadership and supervision impacts on levels of labour productivity.✓

(20)

1.3
1.3.1 G
1.3.2 A
1.3.3 B
1.3.4 H
1.3.5 D
1.3.6 C
1.3.7 E
1.3.8 P
1.3.9 O
1.3.10 F
1.3.11 L
1.3.12 M
1.3.13 N
1.3.14 K
1.3.15 I

(15 × 1) (15)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 Sole owner/Sole Proprietor✓ The business is run by one person/has one owner✓ (2)

Advantages	Disadvantages
• Relatively easy and cheap to start	• Owner tends to concentrate on the things that he/she is good at, and neglect the other functions of the business
• Owner can make quick decisions	• Owner must perform various tasks and is often overworked
• All Profits belong to the owner	• The business has no continuity
• No formal documentation is necessary to start the business, except for requirements of local authorities e.g., liquor licence, health regulations	• Owner is responsible for the debts of the business, as the business is not a legal entity, owner has unlimited liability

(Any relevant answers 2 + 2) (4)

2.3 Sustainability.✓ This is managing input effectively and efficiently so that they last.✓✓ (3)

2.4 Low salary
Poor working conditions (2)

2.5 2.5.1 *Target market:* a particular group of consumers with similar characteristics✓ at which a product or service is aimed.✓
(Accept any relevant answer) (2)

2.5.2 *Psychographic segmentation*
- Lifestyle:✓ Families/Homeowners interested in decorating their homes✓
- Personality:✓ trendy/artistic✓
- Values:✓ Home and family/Proudly South African✓

(Accept any relevant answer) (6)

2.5.3

Marc's Carpets✓

Buy our locally produced, quality carpets✓ at a discounted rate of 15%✓ and we will install your carpet for FREE!

Visit Marc's Carpets @

17 Uranium Street
Bellville Business Park
Cape Town✓

Call us @ 083 524 9265 OR✓
Email us marcscpts@outlook.com✓

*Promotion valid until 30 November 2022✓

✓	Business Name
✓✓	Content is clear and concise. It is specific about what is on offer. Message uses words/symbols to convince target market to buy the product.
✓✓✓	Contact details – Physical Address, Telephone number, email address
✓	Duration of sale

(7)

2.5.4 Internet media/social media (accept Facebook/Instagram)✓ The advertisement will reach a large audience around the world quickly.✓/It is cheap to advertise on social media.

Pamphlets✓ Has a large reach if placed in an area where many people will see it.✓

Local Newspaper. It is cheap and reaches a large audience.
(Accept any relevant form of print media 2 × 2) (4)
[30]

QUESTION 3

3.1 Product related. (1)

3.2 Supervisor/Steven Butler (1)

3.3 3.3.1 Mr A Peters (1)

3.3.2 Student name (1)

3.3.3 Artel Paper Trimmer (1)

3.3.4 The paper holder has worked itself loose and doesn't hold the paper down anymore/ The product is faulty. (2)

3.3.5 Apologise to customer.✓
Refer the fault to the manufacturer / Report the matter to the supervisor.✓ (2)

3.3.6 The manufacturer can repair or replace the faulty item.✓✓ This will be sent to the customer within two weeks.✓
(Accept any reasonable timeframe) (3)

3.4 A complaint tracking process is a process for monitoring and keeping track of customer complaints.✓ Examples: using customer logbooks and customer feedback to track complaints.✓✓ (Accept any relevant examples 1 + 2) (3)

3.5 Notice & Agenda

To: All Sales and Procurement Staff

A meeting will be held on the 30 November 2022✓ in the company boardroom✓ at 10h00✓ (accept any suitable time) to discuss the procurement processes.✓

AGENDA:

1. Opening & Welcome✓
2. Apologies & Attendance✓
3. New Business✓
   - 3.1 Procurement of faulty goods/procurement processes✓
4. General✓
5. Closure✓
   (The agenda must be numbered)

(10)

3.6
- 3.6.1 Marketing ✓
- 3.6.2 Top Management✓
- 3.6.3 Human Resources✓
- 3.6.4 Finance✓
- 3.6.5 Procurement✓

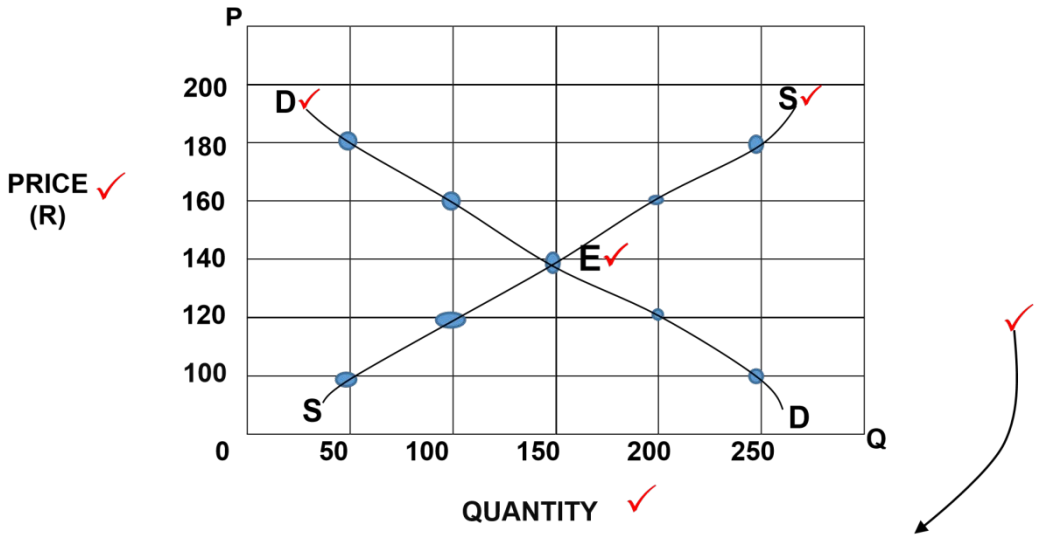
(5 × 1) (5)

[30]

Copyright reserved

QUESTION 4

4.1 **MARKET DEMAND AND SUPPLY SCHEDULE FOR DVDs and CDs**
SUPPLY SCHEDULE FOR DVDs and CDs



- **The one mark can only be allocated if the numbering on the graph is completed correctly.**

(6)

4.2 E (equilibrium) (1)

4.3 P = R140✓
Q = 150✓ (2)

4.4
- Identify the scope limitations of the decision
- Get the facts
- Develop alternatives
- Rate each alternative/Rate the risk of each alternative
- Make the decision

(5)

4.5

Human Resources	This includes caterers and waiters serving food and drinks at the party✓ DJ/Band to play music ✓
Financial Resources	A budget✓ of R5 000 (accept any appropriate amount) is needed to pay for each resource needed✓
Physical Resource	A venue✓and sound system to play music/kitchen to cook✓
Information resources	The number of people attending the party,✓ the date on which the venue will be available✓/type of music that will be enjoyed by the people attending, and the theme for the party

(Any relevant answers 4 × 2) (8)

4.6
- Exceed your customer's expectations
- Build customer trust
- Keep up to date with the latest developments
- Provide the latest technology to remain competitive
- Be quick and sensitive in resolving customer complaints or queries
- Do not allow customer complaints to escalate or go unresolved
- Constantly improve employee satisfaction
- Ensure all staff are well trained and incentives should be given to increase employee morale and productivity (Any 4 × 2) (8)

[30]

QUESTION 5

5.1 5.1.1 Labour = 82 hours✓ × R26 p/h✓ = R2 132✓ (3)

5.1.2 Material = 60 kg✓ × R20 p/kg✓ = R1 200✓ (3)

5.1.3 $$TFP = \frac{\text{Total output}}{\text{Total Input (Labour + Materials + Utilities + Capital)}}$$

$$TFP = \frac{2\,000✓}{2\,123 + 1\,200 + 2\,000 + 12\,000✓}$$

$$= \frac{2\,000}{17\,332✓}$$

= 0,115 units✓ (4)

5.2

Wastage✓	Poor planning✓ OR
	Lack of task analysis before a project is started
Inefficiency✓	People who are not skilled enough OR
	Equipment that has not been maintained regularly
Poor utilization✓	machines, equipment or tools that are only used occasionally✓ OR
	A highly skilled employee who is appointed to a position that does not suit his/her
Absenteeism	Unauthorized leave OR
	Staff who have a serious illness/injury and is absent for a long period of time

(Any relevant answers 3 × 2) (6)

5.3
- Leadership and management
- Motivation
- Job satisfaction (Any relevant answers 2 × 1) (2)

5.4
- Develop and use new technology that creates less pollution and waste.
- Use cleaner and more environmentally friendly methods of production.
- Recycle, Reduce and Re-use waste.
- Use renewable sources of energy.
- Choose green suppliers and partners.
- Go paperless.
- Reduce water usage. (Any relevant answers 4 × 1) (4)

5.5
- Standard of Living: The more people that are employed, the more the standard of living increases because more households earn an income. More people will be able to save money and share in the country's wealth
- Job Opportunities: more jobs will be created, and fewer people will be unemployed. This means less pressure on the country's social welfare structures, and productivity increases.
- International Relations: We must improve productivity to ensure that our products can be produced at a low enough cost to compete internationally
- Utilization of Resources: If we use our resources efficiently, it will result in lower costs and higher profits and productivity increases

(Any relevant answer – must explain each of the points above 2 × 4) (8)

[30]

QUESTION 6

6.1 6.1.1 An action plan is a planning tool which shows what task has to be done, who will do the task and by when the task will be complete.✓ A contingency plan is a back-up plan should the original plan go wrong.✓ (2)

6.1.2

Risk	Impact	Plan B
Fire	Lost sales/lost customers/ damaged goods/increased expenses✓	Install sprinkler system.✓ Identify temporary alternate locations. Have fire extinguishers installed in each venue.
Theft	Damages the business' profits✓	Implement better stock control.✓ Improve security measures.✓

Equipment Breakdown	Decrease in productivity/ loss of customers/ increase in expenses✓	Maintenance must be done at regular intervals ✓ Buy equipment breakdown insurance. Identify resources that need repair every month or rent equipment.
Power Outage	Decrease in productivity/slower sales/damage to stock✓	Buy generator ✓ Buy utility interruption insurance.

(Accept all relevant answers 4 × 2) (8)

6.2
- All sectors of the economy have experienced a loss in sales.
- Productivity decreased.
- Businesses have to spend money on generators and diesel/Running costs have increased.
- Foreign investments are on the decline.
- Loss of competitiveness in business. (Any relevant answers 4 × 1) (4)

6.3
- Set plans well before they are to be carried out.
- Planning should allow for flexibility so that changes can be made if needed.
- Set plans based on objectives that have been given.
- Communicate plans with all relevant stakeholders.
- Measure the success of implemented plans.
- Plan how resources and time will be used. (6)

6.4
- The cost of materials:✓ buying the cheapest materials is not always the best option because it usually means inferior quality which will compromise the quality of the end product✓
- The quality of materials:✓ some materials may cost more and offer more quality which will increase the consumers' preference and output✓
- Government policies and laws:✓ this restricts the amount of raw materials that may be purchased and if the company is importing raw materials there may be restrictions on foreign trade✓
- Changes in the exchange rate:✓ if the price of foreign currency increases, businesses will pay more for their raw materials and the price of their products will no longer be affordable✓
- How the economy is moving:✓ the demand for a product will determine how much an organization needs to produce and their pricing strategy must align to the demand for them to remain competitive✓

(5 × 2) (10)
[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

Copyright reserved