higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

(3061044)

22 November 2022 (X-paper)
09:00–12:00

A non-programmable calculator may be used.

This question paper consists of 13 pages.

557Q1N2222

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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. Start each section on a new page.
5. Use only a blue or black 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 An agenda is …

A fees paid to speakers.
B a notice to attend a meeting.
C a procedure that people are required to follow during a meeting.
D list of business items to be discussed at a meeting.

1.1.2 Load shedding can have a negative effect on a company's …

A total factor productivity.
B stock levels.
C ratios.
D single factor productivity.

1.1.3 A … informs members of the date, venue, and start of a meeting.

A agenda
B quorum
C skills audit
D notice

1.1.4 A kick-off meeting is …

A the first meeting between the project team and the client of the project where they discuss the role of each team member
B a meeting called for a special purpose
C a meeting of the Board of Directors of an organisation
D a meeting between a manager and their subordinates

1.1.5 A person who supports an idea put by another in a meeting is referred to as a/an …

A motion
B seconder
C amendment
D resolution

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1.1.6 Customers that make a positive contribution to the net profit of your business.

A Grade B
B Grade A
C Grade C
D Grade D

1.1.7 Resources include …

A the total of all possible customers that buy from a specific organization
B attributes of your customers
C people, skills, materials and supplies, equipment, information
D the needs of the organisation's customers

1.1.8 Competence refers to …

A employees' ability to do a job well
B launching a new product
C expanding into new markets
D a plan that outlines how a goal is to be achieved

1.1.9 Geographic segmentation can be classified as …

A age: between 24 and 60 years old
B family size: 4 members
C lifestyle: interested in arts and culture
D Durban and surrounding suburban areas

1.1.10 An organisational chart …

A is a plan of action that guides decisions and actions
B is a map or picture that helps people understand, learn or remember information
C is a useful tool in helping to manage the tasks that need to be completed
D shows the relationship between the various departments or individuals within a company

1.1.11 A contingency plan is …

A a formal structure that outlines the policies, procedures, and rules of the company
B a plan that defines where the company wants to be in the future
C an alternative arrangement that has been devised for an unforeseen event
D a guide that explains how an entrepreneur intends to start and operate a business

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1.1.12 A … gives details about each specific visit of a customer

A cold call
B sales visit
C customer logbook
D call report

1.1.13 The break-even point is the point where …

A the amount of goods produced increases
B income from sales is equal to the total cost of producing those sales
C there are new changes in the level of output
D the amount of goods demanded decreases

1.1.14 Demand refers to …

A the quantity of goods and services that will be bought at a given time at a given price
B the number of products and services that is available for use
C costs that change with the output in production
D a combination of fixed and variable costs

1.1.15 A business can increase its net profit by …

A reducing the operating costs of the business
B selling more goods or services
C increasing the sale price of goods or services
D reducing the costs of goods or services sold by working more efficiently

(15 × 1) (15)

1.2 Indicate whether the following statements are TRUE or FALSE by writing 'True' or 'False' next to the question number (1.2.1–1.2.15) in the ANSWER BOOK. Correct ALL FALSE statements.

1.2.1 A customer needs to be updated about the progress of their complaint

1.2.2 A complaint about a faulty laptop charger is an example of a service related complaint.

1.2.3 A log can be used for recording all communication with customers.

1.2.4 Labour productivity rests largely on the people employed to do the work.

1.2.5 Planning indicates how objectives will be achieved in order to improve productivity.

1.2.6 Absenteeism can have a negative effect on Single Factor Productivity.

1.2.7 It is the union's role to share productivity gains with employees

1.2.8 Past records help to improve planning.

1.2.9 A quality circle is a small group of employees from the same work area, who meet once a year to identify, analyse and resolve work-related problems.

1.2.10 An audit of customer complaints must be given to top management to improve the business.

1.2.11 The productivity of material is affected by the beliefs and values of employees.

1.2.12 Targets refer to the goals a business aims to achieve.

1.2.13 Consumer expectations is a factor that affects the supply of a product or service.

1.2.14 Customer complaints must be documented.

1.2.15 Leadership and supervision have an impact on the level of capital productivity.

(20)

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1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–P) next to the question number (1.3.1–1.3.15) in the ANSWER BOOK.

	COLUMN A		COLUMN B
1.3.1	The owner of the business takes all the risks and receives all the profit that the business generates	A	partnership
1.3.2	A form of ownership with a minimum of two and a maximum of twenty people	B	outputs
1.3.3	Goods and services are examples of	C	private company
1.3.4	A form of ownership in which one to ten persons enter into an agreement by means of a founding statement	D	market research
1.3.5	Collating and analysing information about customers, competitors, and the market	E	customer survey
1.3.6	It is an ownership started by people called shareholders	F	labour disputes
1.3.7	A research method used for gathering and recording information about customers	G	sole proprietor
1.3.8	A system that segments the market based on personal characteristics such as lifestyle, personality, and values	H	close corporation
1.3.9	An optimistic view of the company's future	I	single factor productivity
1.3.10	Disagreements arising among the workforce regarding employee rights	J	labour productivity
1.3.11	The number of staff that leave or join a business	K	inputs
1.3.12	A standard against which things can be compared or assessed	L	staff turnover
1.3.13	Quantity of outputs of goods or services over quantity of inputs measure	M	benchmark
1.3.14	Labour, capital, and material	N	Productivity
1.3.15	It measures productivity by analysing the effect one input factor has on the output of a business	O	vision
		P	psychographic segmentation

(15 × 1) (15)
[50]

TOTAL SECTION A: 50

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SECTION B

QUESTION 2

Read the scenario below and answer the questions.

Marc Mothiba worked as a carpet installer, and then as a salesperson in a Cape Town Carpet Company, for 29 years. He worked for a low salary and under poor working conditions for all those years. In 2010, Marc resigned but discovered that the business had not contributed to the Unemployment Insurance Fund (UIF) or a pension fund on his behalf. He had no choice but to start his own business called Marc's Carpets in Bellville, Cape Town. Marc had to pay cash for carpet material, and he thus learnt to keep strict control of finances. One employee stole R8 000 worth of stock and a customer moved to another town without paying for the carpets and labour. This made Marc learn not to trust people so quickly. After overcoming this steep learning curve, Marc's business is finally starting to see a profit. Marc is proud to proclaim that his business only sources locally produced carpets. Sustainability is very important in Marc's business.

2.1 Identify the form of ownership used in the above scenario. Motivate your answer. (2)

2.2 Tabulate TWO advantages and TWO disadvantages of the form of ownership identified in QUESTION 2.1. (2 + 2) (4)

2.3 Identify ONE core value of productivity mentioned in Marc's business, and briefly explain what this core value means. (1 + 2) (3)

2.4 What factors may affect the labour productivity levels in Marc's business? (2)

2.5 Advertising can promote Marc's business. Marc is having a 15% sale on all carpets in his business with free installation included.

2.5.1 Define the term *target market.* (2)

2.5.2 Use psychographic segmentation to segment the market for Marc. (3 × 2) (6)

2.5.3 Compose a print advertisement to promote Marc's sale, which ends on 30 November 2022. Ensure that your advertisement covers the following aspects:

- Content
- Contact details
- Duration of promotion (7)

2.5.4 Select TWO appropriate types of media in which to place the advertisement and motivate why you have chosen these mediums. (2 × 2) (4)

[30]

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QUESTION 3

Read the scenario below and answer the questions.

Arty Crafty Ltd is a small company that sells arts and crafts supplies. You work in the sales department, along with Sue Lin, your colleague. Your supervisor is Steven Butler.

Mr A Peters, a customer from Johannesburg, called to lodge a complaint regarding his purchase of an Artel Paper Trimmer (PB 5593). He purchased this product from the business 13 months ago, but the paper holder has worked itself loose and doesn't hold the paper down anymore. The product had a 12-month guarantee.

3.1 Indicate whether the above complaint is product or service related. (1)

3.2 Who should you report this complaint to? (1)

3.3 Complete the following customer complaint form. Write only the answer next to the question number (3.3.1–3.1.6) in the ANSWER BOOK.

CUSTOMER COMPLAINT FORM

Customer Information

Customer Name	**3.3.1** (1)
Customer Address	14 Glenwood Johannesburg
Phone Number	014-5432790
Email Address	petersa@gmail.com

Complaint Information

Complaint Taken By:	**3.3.2** (1)
Complaint Date	15 October 2022
Product Number	PB 5593
Product Description	**3.3.3** (1)

Nature of Complaint:
3.3.4 (2)

Provide first Corrective Action:
3.3.5 (2)

Provide a Solution and Timeframe:

3.3.6 (3)

(10)

3.4 Briefly explain your understanding of the *complaint-tracking process.* Provide TWO examples of how to track complaints. (1 + 2) (3)

3.5 Arty Crafty Ltd Sales Department has been receiving too many complaints of faulty products.

Compile a notice and agenda for a meeting with procurement to discuss procurement processes. The meeting will take place on the 30th of November 2022, in the company boardroom. This is the first meeting between the two departments. (10)

3.6 In each of the scenarios below, identify the business function that would be responsible for improving the quality.

3.6.1 The product labels do not represent all the required specifications.

3.6.2 Management decisions are not in line with the strategic direction of the company.

3.6.3 Employees feel that they are overworked and do not receive the annual leave owed to them.

3.6.4 Creditor payments are late.

3.6.5 Obtain quotes from different suppliers.

(5 × 1) (5)

[30]

QUESTION 4

Study the following Demand Schedule for DVDs and CDs at Museo's Sounds and answer the questions that follow.

MARKET DEMAND AND SUPPLY SCHEDULE FOR DVDs and CDs

PRICE (R)	QUANTITY DEMAND	QUANTITY SUPPLY
100	250	50
120	200	100
140	150	150
160	100	200
180	50	250

4.1 Use the above schedule to draw a demand and supply curve on the same set of axes. (6)

4.2 Name the point where demand and supply meet. (1)

4.3 Indicate what the price and quantity would be at the point identified in QUESTION 4.2. (2)

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4.4 Decision-making is an ongoing process of evaluating situations.

List the FIVE steps a chairperson in a meeting must follow when making decisions. (5)

4.5 Museo's Sounds have decided to have an end-of-year party for their staff members. Xolani, the manager, has asked his personal assistant, Gugu, to estimate the resource needs for this event.

Help Gugu compile a list of the resources required for this event. Use the following table to tabulate your answer in the ANSWER BOOK:

Human Resources	
Financial Resources	
Physical Resource	
Information resources	

(4 × 2) (8)

4.6 According to a customer survey conducted about the above-mentioned business, they need to improve customer satisfaction.

Recommend FOUR actions that will contribute positively to improving customer satisfaction. (4 × 2) (8)

[30]

QUESTION 5

Read the scenario below and answer the questions.

The productivity information for The Links Co for 2021 is shown in the table below.

YEAR	**2021**
Production rates	2 000 units
Labour Input	82 hours @ R26 per labour hour
Materials	60 kg @ R20 per kg
Utilities	R2 000
Capital	R12 000

5.1 Use the information above to calculate the following:

5.1.1 Calculate the labour input for 2021. (3)

5.1.2 Calculate the material input for 2021. (3)

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5.1.3 Calculate the total factor productivity for 2021.

$$TFP = \frac{\text{Total output}}{\text{Total Input (Labour + Capital + Materials + Utilities)}}$$ (4)

5.2 A loss in productivity results in lower efficiency. Evaluate THREE possible causes for a loss in productivity that The Links Co could experience. (3 × 2) (6)

5.3 List TWO qualitative factors that may lead to high absenteeism. (2)

5.4 Give FOUR environmentally friendly practices The Links Co should put into practice in the business. (4)

5.5 Use the following core values as headings and explain ways to improve productivity in South Africa:

- Standard of Living
- Job Opportunities
- International Competition
- Utilisation of Resources

(4 × 2) (8)

[30]

QUESTION 6

Read the scenario below and answer the questions.

Tom owns Tasty Treats, a manufacturer of frozen prepared meals. The firm generates 60% of its revenue from the sale of frozen pizza, all of which is made at a central location. Tom worries that his business could be severely impacted if a catastrophe occurs at the pizza manufacturing facility, and he could be forced to shut it down. Tom thinks his biggest risks are theft, windstorms, equipment breakdown, and an extended power outage, all of which have a high probability of occurring.

6.1 Answer the questions below:

6.1.1 Differentiate between an *action plan* and a *contingency plan.* (2)

6.1.2 Tabulate the impact of the risks identified on the business, as well as a contingency plan to assist Tom:

Risk	Impact	Plan B
Fire		
Theft		
Equipment Breakdown		
Power Outage		

(4 × 2) (8)

6.2 What impact does the energy crisis in South Africa have on productivity? (4)

6.3 Write down SIX guidelines to follow when planning to improve productivity in a business. (6)

6.4 Discuss FIVE factors that would affect the productivity of materials at Tasty Treats. (5 × 2) (10)

[30]

TOTAL SECTION B: 150
GRAND TOTAL 200

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