higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

11 March 2020

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	B
	1.1.2	B
	1.1.3	D
	1.1.4	B
	1.1.5	C
	1.1.6	D
	1.1.7	C
	1.1.8	A
	1.1.9	C
	1.1.10	B

(10 × 1) (10)

1.2	1.2.1	Amendments
	1.2.2	Business plan
	1.2.3	Minutes
	1.2.4	Grade B
	1.2.5	Vision
	1.2.6	Treasurer/Financial manager
	1.2.7	Mission
	1.2.8	Grade A
	1.2.9	Productivity
	1.2.10	Labour productivity

(10 × 1) (10)

1.3	1.3.1	F
	1.3.2	K
	1.3.3	J
	1.3.4	B
	1.3.5	H
	1.3.6	D
	1.3.7	E
	1.3.8	A
	1.3.9	G
	1.3.10	I

(10 × 1) (10)

1.4	1.4.1	Middle managers are responsible for ensuring that the objectives of the organisation are understood and fulfilled.
	1.4.2	A standing committee is a group of people who meet regularly and on a permanent basis.
	1.4.3	The law of demand states that the higher the price, the smaller the quantity consumers will want to buy.
	1.4.4	Breakeven is when a business neither makes a profit, nor a loss. It merely covers costs.
	1.4.5	Qualitative information in a customer survey refers to occupation, marital status or gender.

(5 × 2) (10)

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1.5 1.5.1 This is where one party wins and the other loses. The winning party uses his/her power or position to get his/her way.

1.5.2 A promise by the manufacturer or business to find a solution to a product if it becomes faulty within a given period of time.

1.5.3 When you help people develop their ability/skill to do certain work.

1.5.4 Managing inputs effectively and efficiently so that they last for future generations.

1.5.5 Things that are needed in a business to perform the activities and tasks to produce a product or service for a customer.

(Do not accept categories as a definition)

(5 × 2) (10)

[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1
- Continent
- Country
- Region
- City
- Density
- Climate
- Population (Any 4 × 1) (4)

2.2 Yes✓
Traditional methods of marketing are much more expensive/Social media networks are free to join ✓✓ (Accept any relevant answer) (3)

2.3 Sole proprietor✓ because there is only one owner✓ – Zaylin Cona✓ (1 + 2) (3)

2.4
- Computers
- Technicians
- IT specialists (Any relevant 2 × 1) (2)

2.5
- Internet marketing can be costly to start up.✓
- Internet marketing lacks human touch. Some people still prefer to talk to a person when buying something.✓
- It is vulnerable to fraudulent activities with scammers pretending to sell products or services.
- It depends heavily on technology which sometimes does not work properly.

(Any 2 × 1) (2)

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2.6 Labour✓
The business must employ people to do the work. Workers must get a wage/salary.✓

Machines/Equipment✓
Computers are mainly used. It must be state of the art computers.✓

Service✓
Internet, WiFi, networks✓

Capital
Money is needed to start and maintain a business.

Energy
The business relies on electricity. Without electricity, there will be no business
(Any relevant answer) (6)

2.7 2.7.1 Society
- More people are employed and can improve their standard of living.
- People learn new skills. (2)

2.7.2 Economy
- People are able to save money and can share in the country's wealth.
- Businesses will become more competitive and prices will fall.
- Overseas investors will invest more money in the country.
(Any 2 × 2) (4)

2.7.3 Environment
- It will contribute to sustainable development.
- It will help to use less natural resources/preserve natural resources.
- Minimise wastage
- Recycling can save your business some money
(Any 2 × 2) (4)
[30]

QUESTION 3

3.1
- Sustainability
- Efficiency
- Effectiveness
- Customer care
- Teamwork and capacity building
- Innovation
- Improved standard of living
- More job opportunities
- International competition (Any 4 × 1) (4)

3.2
- Address all comments.
- Stimulate individual thinking and responding.
- Rephrase statements to be less aggressive.
- Make eye contact and put people at ease.
- Manage discussions carefully.
- Only one person should talk at a time.
- Encourage all members to participate in the meeting. (Any relevant 3 × 1) (3)

3.3
- Physical factors: The amount of manual labour and the amount of time needed to complete tasks will affect how quickly tasks can be completed.
- Education and training: Lack of education, training and development will affect labour productivity negatively as employees will take longer to complete tasks.
- Leadership and management: Lack of leadership and management will result in employees having no direction/goal decreasing their productivity.
- Motivation: Demotivated employees will have a negative attitude towards their work, which will decrease productivity.
- Location: Poor environmental conditions in the workplace will negatively impact productivity.
- Absenteeism: Demotivated employees or employees who are constantly ill will affect productivity negatively. (Any 4 × 2) (8)

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3.4 3.4.1 Single-factor productivity refers to the measurement of productivity,✓ which is a ratio of output and one input factor.✓ (2)

3.4.2 2018 SFP = $\frac{\text{Total output}}{\text{Material}}$
= $\frac{740\ 000}{150\ 000}$ ✓ ✓
= 4.9:1 ✓✓ (4)

3.4.3 2019 SFP = $\frac{\text{Total output}}{\text{Material}}$
= $\frac{760\ 000}{175\ 000}$ ✓ ✓
= 4.3:1 ✓✓ (4)

3.4.4
- There is a decrease in material productivity of 0.6 between 2018 and 2019.✓✓ (2)

3.4.5 The decrease could be due to the:
- increasing cost of materials✓
- wastage of materials✓ OR
- environmental or safety concerns
- decrease in competition.

(Any TWO) (2)

3.4.6 contingency (1)
[30]

QUESTION 4

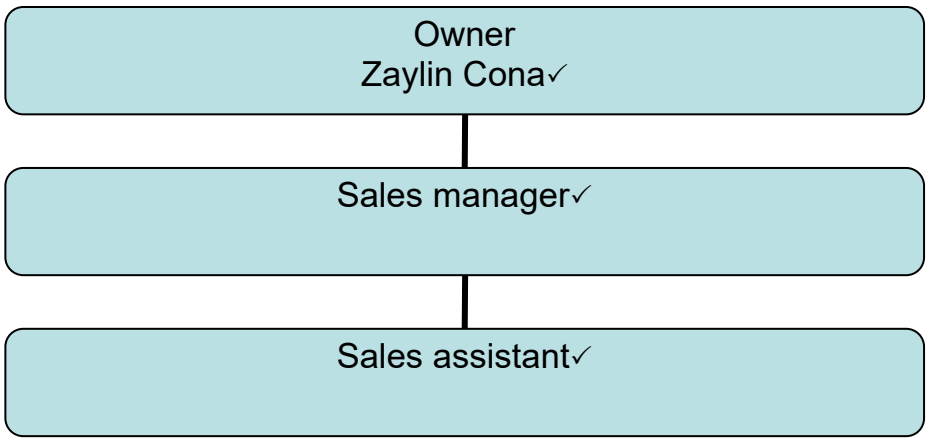
4.1 Advertisement

Checklist: (Must-haves)

- Name of business✓
- Product/Service mentioned✓✓
- Contact details provided✓
- Information: Web address, social media (Twitter, YouTube FB) ✓
- Price of product or service✓
- Use of different size font✓
- Picture/logo✓
- Call to action – e.g. “Contact us Now for a free quote!”✓
- Neatness and creativity✓ (10)

4.2
- Zayco Technology should respond immediately to an online complaint by apologising,✓ offering a refund,✓ replacing the product if necessary✓ or offering to repair the product.✓ (4)

4.3 4.3.1



✓ Allocate 1 mark for correctly drawing the reporting line. (4)

4.3.2 Sales manager (1)

4.3.3 To manage the day-to-day activities of sales assistants.✓ (1)

4.4 4.4.1
- Makes decisions without involvement from workers
- 'My way, or the high way.' (2)

4.4.2
- Makes decisions in the best interest of workers
- Two-way communication, motivating workers
- Workers' social needs are met (2)

4.5 Fixed costs:
- A fixed cost is an expense or cost that does not change✓ with an increase or decrease in the number of goods or services produced or sold.✓
- Fixed costs are expenses that must be paid by a company independent of any business activity, e.g. rent, water and electricity.✓

Variable costs:
- Variable costs change✓ in proportion to the goods or service that a business produces,✓ e.g. raw materials, packaging.✓

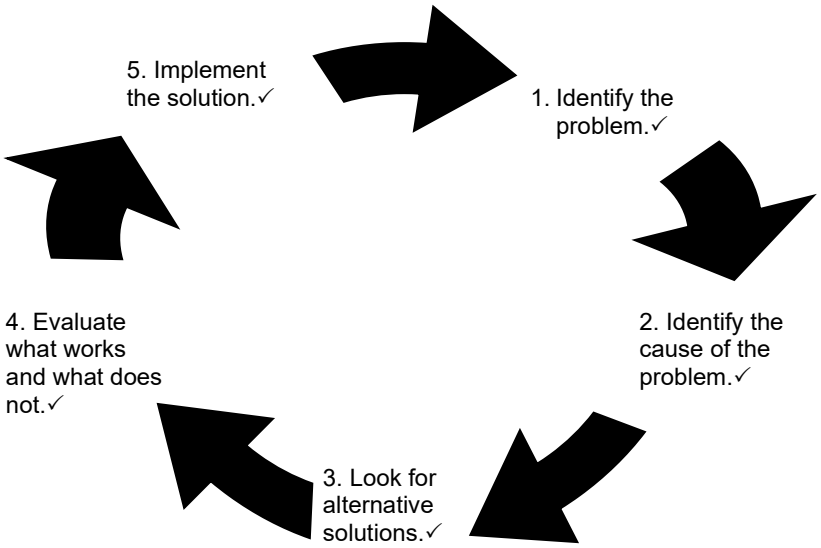
(Any THREE + any THREE) (6)
[30]

QUESTION 5

5.1 5.1.1 Resource
5.1.2 Expert
5.1.3 Resource
5.1.4 Resource
5.1.5 Expert

(5 × 1) (5)

5.2



(5)

5.3
- Wastage✓ caused by poor planning/plain carelessness✓
- Inefficiency✓ caused by lack of skills/poor communication/demotivated staff/procrastination✓
- Under-utilisation of resources✓ caused by appointing employees in a position that does not suit their qualification/not using physical capital adequately✓
- Absenteeism✓ caused by taking too much leave without valid cause or reason✓
- Labour turnover✓ caused by losing skilled people in the business too often✓ (Any 4 × 2) (8)

5.4
- Radio
- Television
- Newspapers
- Magazines
- Internet
- Billboards (Any 3 × 1) (3)

5.5 5.5.1 A member can only speak after they have been recognised by the chairperson. (1)

5.5.2 The member should be ruled out of order for not sticking to the matters being discussed. (1)

5.5.3 A motion is a proposal made for consideration during a meeting.✓ A motion can only be discussed if it is seconded by another person.✓ (2)

5.5.4 Voting takes place after a motion has been adopted, which is called a resolution.✓✓ (2)

5.6 Disadvantages of partnerships

- It dissolves when a partner retires or dies.
- Partners are jointly and separately liable for debts.
- Agreement made by one partner is binding on all other parties.
- Bad decisions made by one partner can result in bankruptcy. (Any 3 × 1) (3)

[30]

QUESTION 6

6.1
- Attendance, apologies and absenteeism
- Matters discussed
- Key decisions taken
- Points put forward to the next meeting
- Date, time and venue of next meeting (Any relevant 5 × 1) (5)

6.2
- Increase the selling price of goods/services.
- Increase the sales of goods/services.
- Reduce the cost of goods sold by working more efficiently. (3)

6.3
- Price of related goods
- Consumer tastes and preferences
- Number of potential buyers
- Consumer expectations (4)

6.4
- Staff must know what protocol to follow when dealing with customer complaints.
- Staff must know how to respond appropriately to customer complaints.
- Staff must know how to document customer complaints.
- Staff must understand the importance of keeping customers updated on the progress of their complaints. (4 × 2) (8)

6.5
- Advertising
- Direct marketing
- Sales promotions
- Public relations
- Personal selling
- Brochures/Pamphlets
- Sponsorships
- Social media
- Word of mouth (Any 6 × 1) (6)

6.6
- Leadership and management skills: Sound leadership and management skills will result in promotions, while poor leadership and management skills will result in conflict and the employee can be dismissed or may resign.
- Grievances: If grievances are not handled effectively, employees may feel unhappy and want to leave. (Any relevant 2 × 2) (4)

[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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