higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

(3061044)

12 March 2018 (X-Paper)

A nonprogrammable calculator may be used.

This question paper consists of 13 pages.

NCOP

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. Write neatly and legibly.

NCV

SECTION A

QUESTION 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 following question numbers (1.1.1-1.1.15) in the ANSWER BOOK.

1.1.1 A/An … is a proposal made for considering during a meeting and can be ordinary or formal.
- A amendments
- B voting
- C resolution
- D motion

1.1.2 … are the rules, procedures or practices of a meeting.
- A Amendments
- B Seconding
- C Protocols
- D Resolutions

1.1.3 Gathering and analysing information about customers and competitors is known as …
- A market segmentation
- B sales
- C marketing
- D market research

1.1.4 A … is promise by the manufacturer to find a solution to a product that becomes faulty within a certain period of time.
- A quote
- B discount
- C apology
- D guarantee

1.1.5 When a business compiles a written record of a customer complaint, it is called …
- A logging
- B reporting
- C recording
- D documenting

1.1.6 A reporting line runs from …
- A horizontal to vertical
- B left to right
- C right to left
- D bottom to top

Copyright reserved

1.1.7 A customer who complains about the sales lady who was very rude to her can be described as a complaint due to …

A poor communication.
B poor service.
C poor quality.
D high customer expectations.

1.1.8 A/An … manager makes all the decisions and sets out goals of the company.

A paternalistic
B autocratic
C laissez-faire
D democratic

1.1.9 …skills include the ability to supervise others, which is a qualitative factor that influences productivity.

A Leadership and management
B Problem solving
C Education training
D Communication

1.1.10 Factors that can affect demand are …

A the number of sellers
B costs of production
C supplier expectations
D consumer preferences

1.1.11 Levels of output divided by capital input is called … productivity.

A total-factor
B labour
C single-factor
D multi-factor

1.1.12 … is the difference between income and costs.

A Sales
B Mark-up
C Turnover
D Profit

1.1.13 Shares in a … can only be bought and sold with the permission of the board of directors.

A close corporation
B private company
C public company
D partnership

1.1.14 …are the cheapest form print media advertising.

A Newspapers
B Billboards
C Websites
D Magazines

Copyright reserved

1.1.15 The … of the complaint refers to what made the customer dissatisfied in the first place.

A progress
B origin
C feedback
D outcome

(15 × 1) (15)

1.2. Replace ONLY THE UNDERLINED FALSE STATEMENTS/WORDS with the correct answers. Write the answer/s next to the question number (1.2.1–1.2.12) in the ANSWER BOOK.

1.2.1 A meeting must <u>close</u> if it has ended but not all the items on the agenda have been dealt with.

1.2.2 A <u>Partnership</u> must publish its financial statements.

1.2.3 <u>Resolutions</u> are a clear and accurate record of what happened in the meeting.

1.2.4 <u>Psychographic</u> segmentation divides the market into group characteristics.

1.2.5 An <u>autocratic manager</u> allows workers to manage themselves and do as they please.

1.2.6 <u>Top management</u> is responsible for the implementation of all the plans.

1.2.7 Qualitative factors can be <u>measured</u>.

1.2.8 <u>Customer satisfaction</u> is a response given to a customer about his/her complaint.

1.2.9 Solutions to customer complaints can only be communicated <u>verbally</u>.

1.2.10 Examples of <u>utilization</u> are time, resources and human capital.

1.2.11 <u>Labour productivity</u> refers to the leather that is needed to produce handbags.

1.2.12 A <u>back-up plan</u> is a document which sets out the objectives and plans of a business.

<u>(12 × 1)</u> (12)

Copyright reserved

1.3 Answer the following questions.

1.3.1 Name TWO roles of a supervisor. (2)

1.3.2 Give TWO environmentally friendly practices a business can put in place to ensure that their productivity benefits the environment. (2)

1.3.3 Which TWO tools can be used to keep customer records? (2)

1.3.4 How can staff be empowered to take responsibility to solve customer complaints? (2)
(8)

NCV

1.4 Choose a word/term(s) from COLUMN B that matches a description in COLUMN A. Write only the letter (A–P) next to the question number (1.4.1–1.4.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	The business does not make a profit neither does it make a loss.	A	economy of scale
1.4.2	A voucher for a free meal is given to satisfy a customer complaint and protect the business image.	B	notifying
1.4.3	Goals that a business aims to achieve.	C	job description
1.4.4	A level of output obtained from a fixed amount of input.	D	machine breakages
1.4.5	How an organisation intends to achieve its objectives.	E	price
1.4.6	To tell or inform your superior about a complaint.	F	mission
1.4.7	The cost of producing one unit becomes lower when large volumes of product are produced.	G	wastage
1.4.8	Trying to persuade people to buy goods and services.	H	productivity
1.4.9	Poor working conditions affects this.	I	agenda
1.4.10	A list of items to be discussed at a meeting.	J	labour productivity
1.4.11	A core value of productivity that focuses on developing employee skills.	K	break-even
1.4.12	The amount that customers are prepared to pay for products/services.	L	win-win solution
1.4.13	Affects the levels of capital productivity.	M	promotion
1.4.14	A document that lists the duties and responsibilities of a position.	N	targets
1.4.15	Affects the levels of material productivity.	O	capacity building
		P	job analysis

(15 × 1) (15)

TOTAL SECTION A: 50

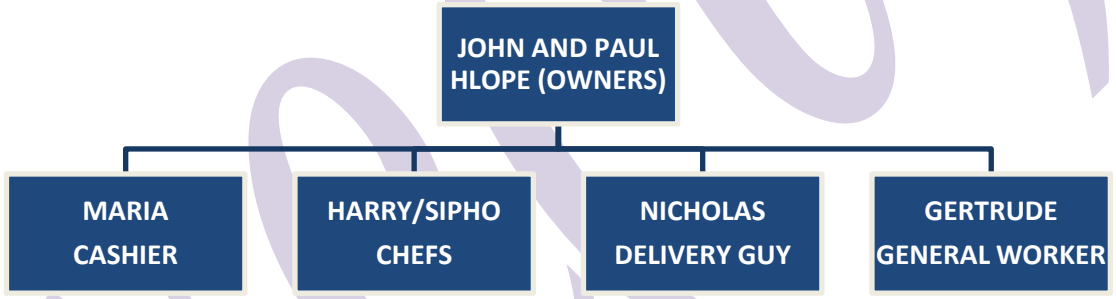
SECTION B: COMPULSORY
QUESTION 2

Read the scenario and answer the questions.

BURGER DEN



Two brothers, John and Paul Hlophe, opened up a cozy burger outlet called Burger Den in Sparks Road in Durban that allows its customers to 'Create their OWN burgers'. Customers can select their own toppings, cheeses, sauces and sides. John is the general manager is responsible for the day-to-day running of the business and is in charge of the human resources with the staff all reporting to him. Paul manages the finances and marketing of the business.



2.1 What is the form of ownership of Burger Den? Motivate your answer. (2)

2.2 Name TWO internal stakeholders of Burger Den. (2)

2.3 Give THREE different ways in which a business can communicate with customers. (3)

2.4 List SIX core values that can improve productivity at Burger Den. (6)

2.5 Explain the advantages of the above form of ownership. Give THREE. (3 × 2) (6)

2.6 How can Burger Den improve their customer's satisfaction? Give FOUR guidelines. (4)

2.7 Tabulate the difference between Line functions and Staff Functions. (2 × 2) (4)

2.8 What incentives can John give his employees to ensure that they improve their single factor productivity? (3)

(30)

Copyright reserved

QUESTION 3

BURGER DEN
TO: All management and employees Notice is hereby given inviting all staff members to the departmental meeting. By order of senior management.

3.1 Write down FOUR things that are missing from the above document. (4)

3.2 Identify the above document. (1)

3.3 Give THREE reasons for inefficiency in the business. (3)

3.4 Explain ways in which the chairman can manage discussions effectively. (5 × 2) (10)

3.5 Name any THREE physical resources that Burger Den would need for the meeting. (3)

3.6 Define the following terms and give ONE example of each:

3.6.1 Fixed costs (3)

3.6.2 Variable costs (3)

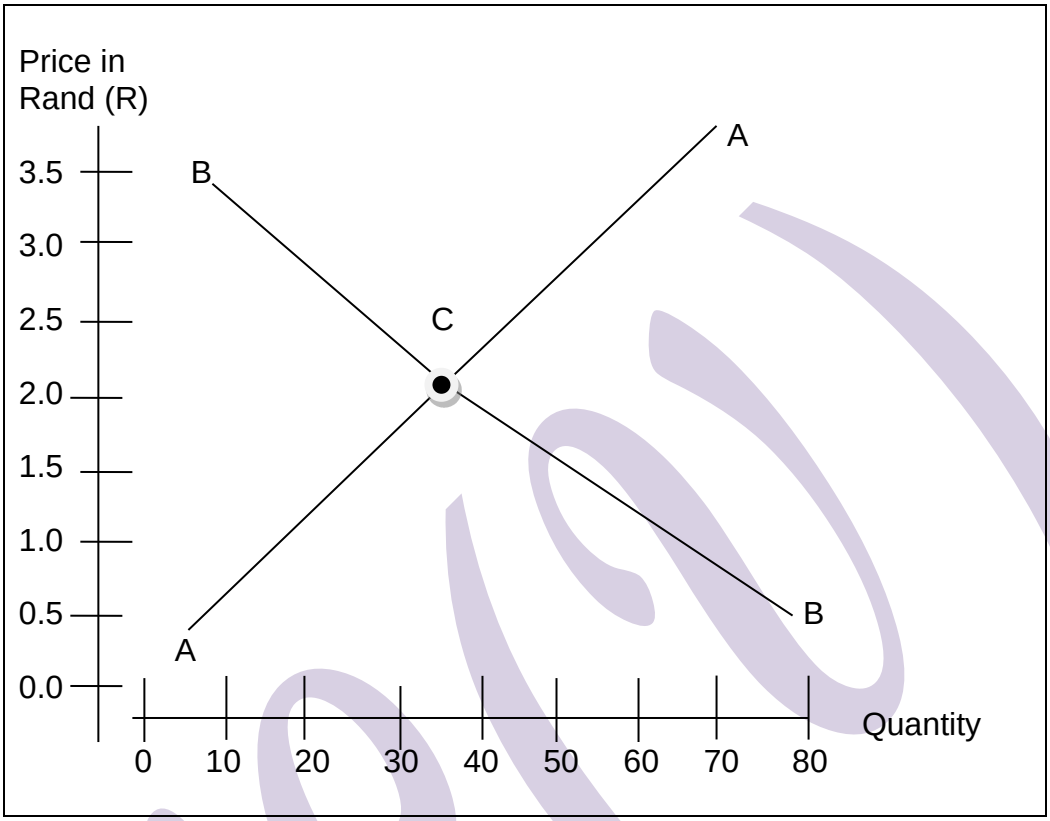
3.7 Give TWO waysin which a business can increase its gross profit. (2)

3.8 How can the business increase its net profit? (1)
(30)

Copyright reserved

QUESTION 4

4.1 Study the diagram below and answer the questions.



4.1.1 Identify the demand and supply curves from the above graph and write it in the ANSWER BOOK. (2)

4.1.2 Explain the *Law of supply*. (2)

4.1.3 Identify point C in the graph above and explain what happens at this point. (2)

4.2 Paul employed Thando as a marketer to assist him with the marketing of the business. Thando requests a job description so that she is clear with regard to her reporting lines and her responsibilities.

Assist Paul to compile a job description for Thando using the following headings:

- Job Title
- Department
- Salary
- To whom the person will report
- Qualifications/Previous experience
- Main duties/Responsibilities (6)

4.3 The Burger Den will be turning 1 year old on the 31st March 2018. To celebrate this Paul wants to run a birthday special where customers buy one burger and get one free.

4.3.1 Compile an advertisement to promote this special on their Facebook page. (5)

4.4 Re-arrange the problem- solving cycle steps below in the correct order. Write only the letters in the correct order in the ANSWER BOOK.

A Look for alternative solutions
B Evaluate what has worked and find other solution
C Identify the cause of the problem
D Implement the solution
E Identify the problem (5)

4.5 'Social media marketing strategies are an undeniable force in today's world. Pamphlets and delivery menus slipped under doorways simply won't cut it anymore. In the competitive food industry, ignoring social media is a death sentence'

Adapted from: http://www.wordstream.com/blog/ws/2015/01/14/restaurant-marketing, 28 November 2016



Help Paul and Thando to compile an action plan for their social media marketing campaign which they intend working on from 09th January 2018. The sites they are considering are Google+, Facebook, Twitter and Instagram, They intend to have Burger Den on all social media sites by the 14th March 2018.

4.5.1 Use the above information to compile the action plan. (8)

(30)

QUESTION 5

Read the following customer complaint and answer the questions.

SCENARIO

I was nice enough to call customer service after receiving terrible food at the kitchen of Burger Den, and the girl who answered the call was abrupt and arrogant. After keeping me on hold twice and getting a great deal of information from me, she basically told me that it was my fault that I ordered food that I did not like.

They served me a Burger Meal while the meat was not prepared well. I could not eat it. I could taste that the meat was still raw.

That I was treated rudely for taking the time and trouble to call about it really angered me. There is something wrong with Burger Den customer services. As customers we pay for our meals, so when there is something wrong with it they should be civil and helpful and not blame the customer!!!

Unhappy customer!!!!!! 

5.1	What is the origin of this complaint?	(2)
5.2	What is the nature of this complaint?	(2)
5.3	How should Burger Den demonstrate commitment to resolve this complaint?	(4)
5.4	Give a win-win solution to this customer's complaint.	(3)
5.5	Define the term *expertise.*	(2)
5.6	List FOUR different reporting methods that can be used when requesting expertise or resources.	(4)
5.7	Identify FIVE qualitative factors that can have an influence on Burger Dens' business.	(5)
5.8	Discuss the roles and responsibilities of each of the following in improving the single factor productivity at Burger Den:	
	5.8.1 Management	(4)
	5.8.2 Employees	(4)
		(30)

QUESTION 6

6.1 Use the following information to answer the questions.

	SALES	**CAPITAL**	**RAW MATERIAL**	**LABOUR**
January 2018	5000 meals @ R45 per meal	120 000	16 000	45 000
February 2018	5700 meals @ R45 per meal	124 000	19 000	45 000

- **SHOW ALL YOUR CALCULATIONS**
- **FORMULA**
- **$P=\frac{O}{I}$**

6.1.1 Calculate the total factor productivity for January 2018. (6)

6.1.2 Calculate the total factor productivity for February 2018. (6)

6.1.3 Is there a difference in the productivity of the two months? Motivate your answer. (2)

6.1.4 Use labour as a measuring tool to calculate the single factor productivity for February 2018. (4)

6.2 Define the following terms:

6.2.1 Contingency plan (2)

6.2.2 Vision statement (2)

6.3 Explain the effects of low levels of labour productivity. Give FOUR. (4 × 1) (4)

6.4 Discuss how staff turnover can have both a positive and negative impact on productivity. (4)

(30)

TOTAL SECTION B: 150
GRAND TOTAL: 200

Copyright reserved