higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE
NQF LEVEL 4

(3061044)

26 November 2018 (X-Paper)
09:00–12:00

Nonprogrammable calculators may be used.

This question paper consists of 12 pages.

NCV

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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. Write neatly and legibly.

NC2270

SECTION A

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answers 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 When all members at a meeting agree to a proposal, the decision is …

A official.
B unanimous.
C mutual.
D disputable.

1.1.2 Capital productivity does not include …

A equipment.
B machinery.
C raw materials.
D technology.

1.1.3 … takes place when there are an equal number of votes for and against a proposal.

A A deadlock
B An agreement
C A tiebreaker
D A casting

1.1.4 ... is a way in which productivity can contribute to society.

A Improving worker skills
B Increasing energy use
C Reducing wastage
D Increasing competition

1.1.5 … refers to doing things the right way.

A Effectiveness
B Efficiency
C Utilisation
D Transparency

1.1.6 Cancer, TB and other illnesses cause low levels of … productivity.

A financial
B material
C capital
D labour

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1.1.7 A business function that is responsible for the transformation of raw material into finished goods is called …

A marketing.
B production.
C division.
D segmentation.

1.1.8 A manager who instructs employees what to do without taking any input from them has a/an … management style.

A autocratic
B democratic
C paternalistic
D laissez-faire

1.1.9 The environment can benefit from productivity by …

A increasing inputs.
B recycling.
C improving completion.
D increasing the cash flow.

1.1.10 The final price charged after all costs are covered is the …

A cost price.
B market share.
C selling price.
D mark-up percentage.

1.1.11 In a business organisation, the company vehicle is regarded as a/an …

A income.
B liability.
C expense.
D asset.

1.1.12 ... advertising is the cheapest form of advertising.

A Radio
B Television
C Word-of-mouth
D Newspaper

1.1.13 The … can be used to measure single-factor productivity.

A output-input ratio
B gross profit
C equilibrium
D net profit

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1.1.14 … refers to the rate at which prices increase every year.

A Currency
B Inflation
C Deflation
D Taxation

1.1.15 … involves gathering and analysing information about customers, competitors and markets.

A Market research
B Market share
C Marketing mix
D Marketing plan

(15 × 1) (15)

1.2. Replace the words/phrases in brackets to make the following FALSE/INCORRECT statements TRUE/CORRECT. Write only the answer next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1. Ensure that all (modules) are completed and circulated after the meeting.

1.2.2 The (tertiary) sector includes agriculture, fishing, forestry and mining.

1.2.3 A (partnership) must publish its financial statements.

1.2.4 Rental is considered an (asset) in the business.

1.2.5 A (democratic) manager allows workers to manage themselves and do as they please.

1.2.6 An organisational objective must be (general) as this will make it easy to follow.

1.2.7 (Supply) refers to the quantity of goods and services which will be bought at a given price.

1.2.8 (Quantitative) factors relate to the quality or standard of something.

1.2.9 An experienced employee who advises and helps another employee with less experience is called a (co-worker).

1.2.10 A (mission) statement defines where the company wants to be in the future.

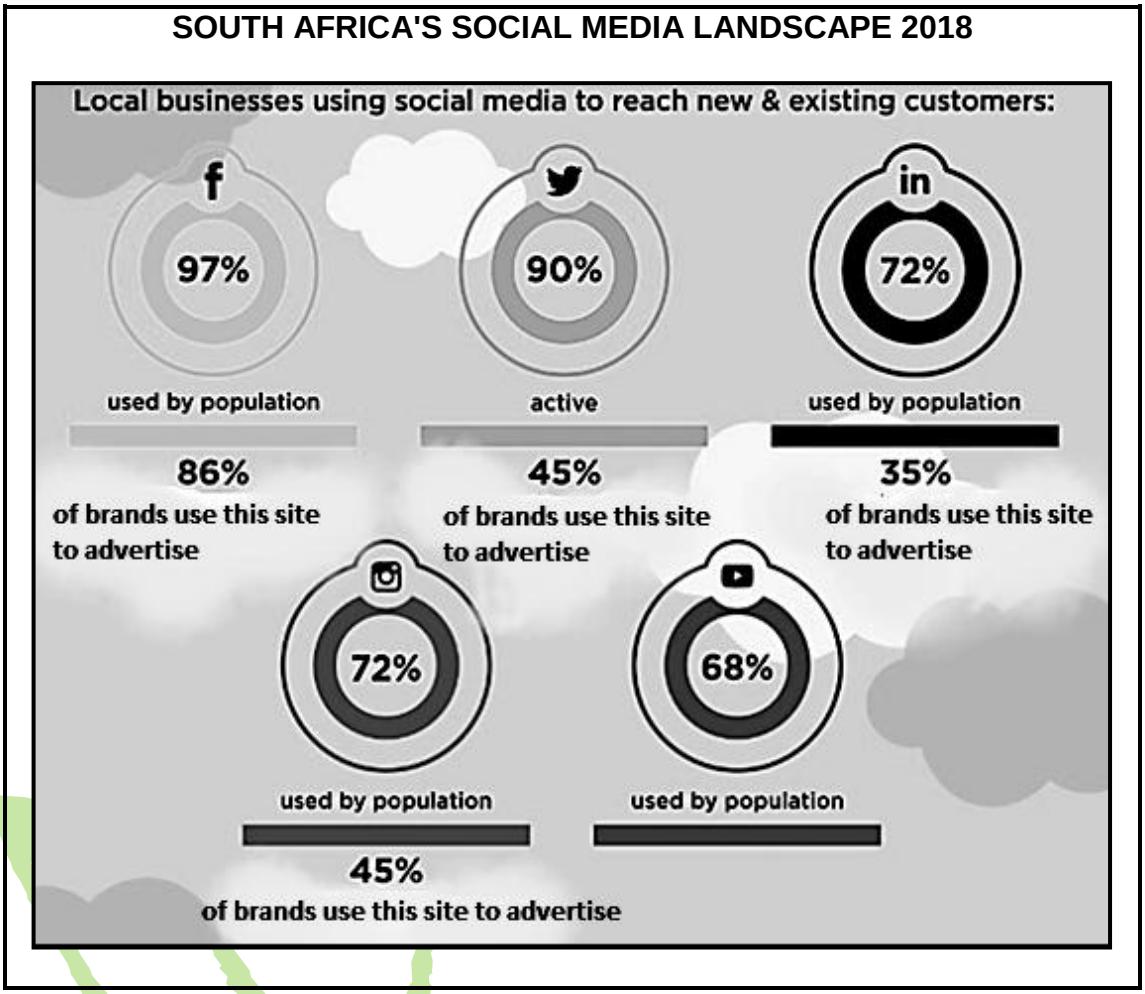
(10 × 1) (10)

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

COLUMN A		COLUMN B	
1.3.1	To write down and record a customer complaint	A	proxy
1.3.2	A decrease in the value of an asset	B	total factor productivity
1.3.3	The owner receives all the profits made by the business	C	middle-level managers
1.3.4	An example of a qualitative factor	D	demand
1.3.5	Total output divided by total input	E	top manager
1.3.6	The number of products or services that customers want	F	supervisors
1.3.7	Written permission given to a member to vote on behalf of another member	G	sole proprietor
1.3.8	Organises their department and employees who report to them	H	utilisation
1.3.9	Responsibilities involve strategic planning of the business	I	amendment
1.3.10	A document that sets out the objectives of a business	J	communication
1.3.11	Ensures that the objectives of an organisation are understood and carried out	K	education and training
1.3.12	Conveying and receiving of information through some type of medium	L	documenting
1.3.13	Quantitative factor which influences productivity	M	absenteeism
1.3.14	Resources are used in the best way possible to ensure maximum productivity	N	business plan
1.3.15	This occurs when alterations are made to a motion	O	depreciation
		P	qualitative

(15 × 1) (15)

1.4 Study the following infographic and answer the questions.



[Adapted from https://www.vetro.co.za/2018/01/31/south-africas-social-media-landscape]

1.4.1 Define the term *advertising.* (2)

1.4.2 Name the FOUR different social media sites used for advertising from the infographic. (4)

1.4.3 Tabulate TWO advantages and TWO disadvantages of advertising on the internet. (4)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

SCENARIO

Mn@ndi! Events will officially host their first event early in December. Sbu and Zweli started the business with the aim to market and promote products by bringing entertainment to the youth and to make their mark in the events industry. Sbu manages all the line functions while Zweli manages all the staff functions. They specialise in events, marketing, branding and promotions to the youth in Katlehong, Germiston.

2.1 Formulate a vision statement for the above business. (2)

2.2 2.2.1 What form of business ownership is Mn@ndi! Events? (1)

2.2.2 Give a reason for your answer in QUESTION 2.2.1. (2)

2.3 Give TWO advantages of a private company. (2)

2.4 Which factors will affect demand for the services of Mn@ndi! Events? (3)

2.5 Which FOUR roles must Sbu and Zweli fulfil as managers? (4)

2.6 Explain what the term *break-even* means to a business. (1)

2.7 Read the document relating to a standard meeting protocol below and answer the questions.

Mn@ndi! Events

TO: Staff
DATE: 20 November 2018

Notice is hereby given to attend a staff meeting.

DATE OF THE MEETING: 28 November 2018

By order of the management

M. SANGWENI
PERSONAL ASSISTANT

2.7.1 Identify the above-mentioned document. (1)

2.7.2 Examine whether this document follows standard meeting protocol. (2)

2.7.3 Which other document must Ms Sangweni send together with the above-mentioned one? (1)

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2.7.4 Point out FOUR ways in which Ms Sangweni, the personal assistant, can ensure that this meeting runs effectively. (4)

2.7.5 Propose how the chairperson can effectively manage discussions in a meeting. (5)

2.7.6 Why do you think the minutes of a meeting must be recorded accurately? (2)
[30]

QUESTION 3

3.1 Read the scenario below and answer the questions.

> Ms Sangweni complained to Thandaza at Sound Solutions, as the sound system they purchased was faulty.
>
> Thandaza apologised, documented her complaint and assured her that she will bring it to the attention of the Manager, Mr Baldwin. She did this by e-mailing him because he was out of town. She also left a voice message on his cell phone.
>
> Mr Baldwin called the following day and advised Thandaza to send a replacement sound system together with a discount voucher valued R500 off their next purchase by overnight courier delivery.
>
> Thandaza must give Ms Sangweni feedback.

3.1.1 What information must be recorded when documenting a customer complaint? (6)

3.1.2 Evaluate Thandaza's ability to apply solutions to Ms Sangweni's complaint correctly within the agreed timeframe. (4)

3.1.3 Do you think that Sound Solutions demonstrated a commitment in trying to resolve Ms Sangweni's problem? Give reasons for your answer. (1 + 2) (3)

3.1.4 Give ONE other solution Thandaza could have used to resolve the complaint. (1)

3.1.5 Tabulate TWO advantages and TWO disadvantages of Thandaza using written communication to communicate solutions with Ms Sangweni. (4)

3.1.6 Give ONE method of giving a customer feedback. (1)

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3.2 Mn@ndi! Events have been approached by a client to promote a new energy drink FIRE UP!

3.2.1 Use demographic segmentation to segment the target market for FIRE UP! energy drinks. (3)

3.2.2 Compile an action plan for the pool party event to be held on 5th January. Sbu, Sam, Jenna and Dru are assigned to work on the project and they have 4 weeks to plan the event.

Guideline: Consider what they would need to organise/put in place for the pool party event. (4 × 2) (8)

[30]

QUESTION 4

4.1 Tabulate a detailed description of any FOUR resources that will be needed to host the pool party promoting the energy drink. Include the set criteria for each resource needed. (4 × 2) (8)

4.2 At Mn@ndi! Events, who has the authority to assign and approve the use of money to obtain resources? (2)

4.3 Explain the difference between *line functions* and *staff functions.* (2 × 2) (4)

4.4 Explain to Zweli how customers are graded. (3 × 2) (6)

4.5 List TWO different tools that can be used to record customer details. (2)

4.6 How can Zweli build partnerships with a range of customers? (2)

4.7 Why do you think it is important for a business to have a business plan? (2 × 2) (4)

4.8 What can the employees of Mn@ndi! Events do to ensure that they improve their single-factor productivity? (2)

[30]

QUESTION 5

5.1 What is the formula to calculate the total-factor productivity? (1)

5.2 Compile a list of FOUR core values that you would consider important for this events company. (4)

5.3 How can the productivity of the business benefit the economy? (4)

5.4 Identify FIVE factors that will affect the levels of labour productivity. (5)

5.5 Debate how labour turnover can impact the productivity of the business. (4)

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5.6 How can the managers of Mn@ndi! Events improve the working conditions of their employees to improve single-factor productivity? (3 × 2) (6)

5.7 Explain the following terms:

5.7.1 Fixed costs

5.7.2 Sustainability

5.7.3 Economy of scale

(3 × 2) (6)
[30]

QUESTION 6

6.1 Indicate whether the following are INPUTS or OUTPUTS. Choose the answer and write only 'Input' or 'Output' next to the question number (6.1.1–6.1.4) in the ANSWER BOOK.

6.1.1 Labour

6.1.2 Services

6.1.3 Waste

6.1.4 Capital

(4 × 1) (4)

6.2 Explain how communication as a qualitative factor can improve the productivity of the business. (2)

6.3 Why is continuous training and development important for improving single-factor productivity? (3 × 2) (6)

6.4 Give Ms Sangweni THREE tips on how to eliminate wastage of materials in her office environment in the business. (3)

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6.5 Ms Sangweni must capture data of possible clients. She has to capture 84 records in three days. On Day 1, she completes 25 records in 7 hours, while on day 2 she completed 28 records in 6 hours.

6.5.1 Calculate Ms Sangweni's productivity for each day. (2 × 2) (4)

6.5.2 On which day was Ms Sangweni more productive? (1)

6.5.3 How many records must Ms Sangweni complete on Day 3? (2)

6.6 Write TWO contingency plans that can be put in place for the pool party event. (2)

6.7 Complete the following sentence by filling in the missing word. Write only the answer next to the question number (6.7) in the ANSWER BOOK.

Long-term planning involves planning over a period of … years. (1)

6.8 List the steps in the problem-solving cycle in sequence. (5)
[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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