higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION

NATIONAL CERTIFICATE

MANAGEMENT: FARMING N4

(4090554)

6 June 2016 (Y-Paper)
13:00–16:00

This question paper consists of 9 pages.

GENERAL STUDIES

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MANAGEMENT: FARMING N4
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.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 GDP indicates how well the country's economy is doing.

1.1.2 The trade agreement between South Africa and Zimbabwe existed since 1989.

1.1.3 In marketing language, the customer is called a consumer.

1.1.4 Green consumerism refers to the insensible tillage in South Africa.

1.1.5 Demand is the economic term indicating the quantity consumers are prepared to buy.

1.1.6 The agreement on Tariff Concessions between South Africa and Zimbabwe was signed in 1990.

1.1.7 Financial management is responsible for provision of capital.

1.1.8 Fiscal measure is a tax relief to farmers on their purchase of inputs.

1.1.9 The relationship between a change in price and the change in demand for the produce is called the price elasticity of demand.

1.1.10 The amount of goods and services produced in a country within a certain period of time is referred to as Gross National Product.

(15)

1.2 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Marketing orientation is based on …

A the decision of the consumer to purchase a product.
B an aggressive sales force.
C what the company thinks.
D the marketing concepts.

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1.2.2 Which ONE of the following does NOT form part of the THREE categories of training and development of employees in the workplace?

A Induction
B Developmental training
C Job restructuring
D New training

1.2.3 Tax allowances for farmers on the purchase of machinery and the affecting of fixed improvements usually result in … in the farming enterprise.

A cost increase
B lower wages
C fiscal policy
D greater investment

1.2.4 … is NOT regarded as a production factor within the South African agricultural sector.

A Labour
B Capital
C Land
D Market

1.2.5 Approximately … of land is cultivated in South Africa.

A 12%–15%
B 24%–30%
C 10%–15%
D 12%–98%

1.2.6 Which ONE of the following is NOT part of the marketing concept?

A Consumer orientation
B Sales orientation
C Production
D Goal orientation

1.2.7 The first regional agreement, the Southern African Customs Union Agreement was already signed in …

A 1989.
B 1960.
C 1992.
D 1910.

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1.2.8 … is a computerised mathematical technique used to calculate accurately the maximum output achieved by utilising the available resources.

A Standard programme
B Calendar of activities
C Linear programming
D Projection

1.2.9 … is ONE of the strategies used by South African government to stabilise agricultural prices.

A Promotion
B Quota
C Auction
D Credit

1.2.10 … is NOT an element of the marketing mix.

A Price
B Product
C Distribution
D Publicity

(10 × 1) (10)

1.3 Suggest the instrument that a farm manger can use to measure the following performance standards in a farm:

1.3.1 Debt ratio

1.3.2 Net Farming income

1.3.3 Herd size

1.3.4 Ratio between actual yield and human resource input

1.3.5 Yield per hectare

1.3.6 Weaning percentage

1.3.7 Marketing cost

1.3.8 Calving percentage

1.3.9 Gearing ratio

1.3.10 Current ratio

(10 × 1) (10)

1.4 Name FIVE players in agriculture. (5)

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1.5 Choose a/an word/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–N) next to the question number (1.5.1–1.5.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.5.1	A process which is applied by the framer to determine what, when, where, by whom and at what cost an action on the farm is going to happen	A	leadership
		B	control
		C	implementation
1.5.2	It entails co-ordinating of tasks and employees and grouping of activities in order to complete the task at hand efficiently and effectively as possible	D	communication
		E	planning
1.5.3	Inspiring employees with eagerness to work for the accomplishment of objectives of the organisations	F	organising
		G	marketing strategy
1.5.4	Execution of all decisions and plans according to the organised steps in order to achieve objectives	H	production
		I	decision making
1.5.5	Actual process to produce goods that will be sold	J	motivation
		K	financing
1.5.6	Measures to evaluate and ascertain whether the outcomes as decided upon are reached	L	induction
		M	marketing
1.5.7	Provision of information to employees, explaining objectives and plans, giving instruction, supervising employees, disciplining employees and managing conflict situations	N	monitoring
1.5.8	A total system of business activities designed to plan, price, promote and distribute goods to the target market that wants them, to achieve organisational objectives		
1.5.9	The process of exchanging information, both verbal and non-verbal, within an organisation		
1.5.10	Acquisition of funds required in the business		

(10 × 1) (10)

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1.6 Below is a list of characteristics of the economic systems. Choose characteristic(s) that matches the economic systems indicated below. Write only letter (A–J) next to the question number in the ANSWER BOOK.

A Low productivity is peculiar to this system. B Basic industries are owned by the state. C The state stabilises economic turbulence. D Appointment of resources is engineered by the free market. E Profit is not allowed. G Workers' remunerations in state enterprises are based on the needs of the workers. H The state owns and controls all industries and agriculture. I Profit is the incentive behind all economic activities. J Factors of production belong to private people. K The consumer's expenditure is limited only by his/her income.

1.6.1 Choose THREE characteristics of communism. (3)

1.6.2 Choose FOUR characteristics of capitalism. (4)

1.6.3 Choose THREE characteristics of socialism. (3)

[60]

TOTAL SECTION A: 60

SECTION B

QUESTION 2

2.1 Discuss, with practical examples, the role that is played by government during the production process in the agricultural sector. (4)

2.2 Agricultural activities contribute to the economic growth process of the country as well as to the welfare of the population.

2.2.1 Discuss the role of the agricultural sector within the national economy. (8)

2.2.2 Discuss the interaction between the economy and the agricultural sector. (6)

2.2.3 Name FIVE structural changes that the agriculture in South Africa has undergone in the last THREE decades. (5)

2.3 Distinguish between the following concepts:

2.3.1 Standardisation and grading of agricultural products (2 × 2) (4)

2.3.2 Bi-lateral and multi-lateral agreement (2 × 2) (4)

2.4 Name FOUR production factors in the agricultural industry. (4)

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QUESTION 3

3.1 Discuss the advantages that will be provided by the incorporation of an informal structure in a formal organisational structure in a farming enterprise. (5 × 2) (10)

3.2 Leadership involves the use of authority and effective leadership depends on continuous communication.

3.2.1 Name TWO aspects that are actually involved when one refers to leadership. (2)

3.2.2 Name FOUR types of power that the leadership can execute in the farming enterprise. (4)

3.2.3 Differentiate between the types of power mentioned in QUESTION 2.3.2. (4)

3.2.4 Outline FOUR possible communication obstacles within the agricultural sector/enterprise. (4)

3.3 'Daily decision making is the primary task of a farm manager'

3.3.1 Classify FOUR types of decisions that a farm manager can apply in his/her daily management. (4)

3.3.2 List, chronologically, the SEVEN steps of a decision making process. (7)

[35]

QUESTION 4

4.1 'Effective planning is important in a farming enterprise as it serves as a road map to business success'.

4.1.1 Outline EIGHT managerial activities that must be executed when planning takes place. (8)

4.1.2 Identify THREE kinds of planning that a farmer/farm manager can apply. (3)

4.1.3 State FIVE characteristics of strategic planning. (5)

4.1.4 Discuss budgeting as one of the major planning techniques in a farming business. (5 × 2) (10)

4.1.5 Give THREE major control measures in a farming business. (3 × 2) (6)

4.1.6 Classify the THREE categories of training that a farmer can apply to develop his/her staff. (3)

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QUESTION 5

5.1 Market information is any information that is relevant to the production and marketing of agricultural goods.

5.1.1 Classify the THREE categories of market information. (3)

5.1.2 Differentiate the THREE categories of market information classified in QUESTION 5.1.1. (3 × 2) (6)

5.2 The third world's market is considered the main component of the market.

5.2.1 Give THREE reasons for the above mentioned statement. (3)

5.2.2 State FOUR common consumer preferences and buying pattern for Africans. (4)

5.3 A marketing strategy equips farmers on how to fight competition, knowledge about the market and the needs of the customers.

5.3.1 List FIVE steps that are involved in the development of marketing strategy. (5)

5.3.2 Name FOUR elements of the marketing mix. (4)

5.4 The supply of farm products can fluctuate outside the relation to the demand in the market.

Give THREE reasons for this. (3 × 2) (6)

5.5 Define SWOT analysis. (4)
[35]

TOTAL SECTION B: 140
GRAND TOTAL: 200

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