



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

OFFICE PRACTICE N6

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This marking guideline consists of 9 pages.

SECTION A**QUESTION 1**

- 1.1 1.1.1 six ways✓✓
- 1.1.2 exhaustion✓✓
- 1.1.3 Physiological needs✓✓
- 1.1.4 Mediation✓✓
- 1.1.5 promotion✓✓
- 1.1.6 Role play✓✓
- 1.1.7 Remuneration✓✓
- 1.1.8 Unemployment insurance✓✓
- 1.1.9 Recruitment agencies✓✓
- 1.1.10 Advertising✓✓
- 1.1.11 a sole proprietor✓✓
- 1.1.12 demographic✓✓
- 1.1.13 Being part of a team✓✓
- 1.1.14 guidelines for women✓✓
- 1.1.15 middle management✓✓
- 1.2 1.2.1 office✓✓
- 1.2.2 economical✓✓
- 1.2.3 secretary/management assistant✓✓
- 1.2.4 environment✓✓
- 1.2.5 dynamic✓✓
- 1.2.6 skills✓✓
- 1.2.7 handle✓✓

(15 × 2) (30)

1.2.8 perform✓✓

1.2.9. Continuous✓✓

1.2.10 career✓✓

(10 × 2) (20)
[50]**TOTAL SECTION A: 50****SECTION B****QUESTION 2**

- 2.1
- Remember that the leader of the team is responsible for every team member.✓✓
 - Every member is expected to deliver.✓✓
 - Get to know people in your team and learn to accept team members and be tolerant.✓✓
 - Be enthusiastic concerning the goals of the team.✓✓
 - Work together, appreciate each other's good characteristics.✓✓
 - Help each other and be prepared to learn from each other.✓✓
 - Be patient with members in the team that are different from you and people with creativity.✓✓
 - Be loyal to your colleagues, subordinates but most of all to top level management.✓✓
 - It is beneficial to work in a team that provides protection and makes team members feel safe and gives them self confidence.✓✓

Any relevant answer about the importance of team work (9 × 2) (18)

- 2.2
- Speed, transmission, being electronic, is instantaneous✓✓
 - Communication time is cut from days to minutes✓✓
 - Improved information flow especially internally✓✓
 - Facilitates group work (like setting up meetings because it can check its own electronic diaries and co-ordinate them to find a suitable time)✓✓
 - Can program alert dates on which the user would like to be reminded of something✓✓
 - Can transmit graphics✓✓
 - Can have two-way conversations
 - Can send fax messages via telephone in a hotel room if you have a laptop
 - Voicemail allows a synthesised voice to read the message to you over the phone
 - Economical, there is no need for stamps nor boxes
 - It operates on a 24-hour service which ensures quick feedback
 - One mailing can reach several people at once
 - Security can be restricted though usage of passwords
 - Has a telex option
 - Messages can be delivered as planned
 - Messages can be permanently stored and recalled
 - Has the ability to retrieve documents from or store in word-processing packages
 - Messages can be keyed in and forwarded to computers at another location
 - Members travelling abroad or domestically have access to e-mail
 - Each number is allocated a mailbox or file into which other members can leave messages but not retrieve or read messages, the message remains until the owner reads it

Any other relevant answers based on the case study

(Any 6 × 2)

(12)
[30]

QUESTION 3

3.1. Standing up for yourself

Aggressives do but at the expense of others.✓✓

Assertives do but they have respect of those around them.✓✓

(2 × 2)

(4)

Privileges

Aggressives try to take them from others.✓✓

Assertives know they have the right to their own thoughts, opinions and deeds no matter how someone else may think they are and no matter who disagrees with them.✓✓

(2 × 2)

(4)

Accountability

Aggressives never take accountability for mistakes and failure, only successes.✓✓

Assertives understand that they make the choice and they call shots, so they are responsible for the outcomes.✓✓

Assertives understand that about 95% of everything that has ever happened happened because they chose it.✓✓

Any (2 × 2) (4)

Choice

Aggressives blame others for their temperaments and try to force their desired behaviour on others.✓✓

Assertives choose the appropriate behaviour for the circumstance✓✓ (2 × 2) (4)

Equality

Aggressives are always standing by to agree because they see themselves as superior.✓✓

Assertives acknowledge self-worth and equality.✓✓ (2 × 2) (4)

Self Esteem

Aggressives brag about every little thing. ✓✓

Assertives believes it is okay to take credit where it is due. ✓✓

Assertive means caring enough for yourself to negotiate a win-win relationship with people who share your world.

Assertives are hard on merit but soft on people.

Any (2 × 2) (4)
[24]

- 3.2.
- Treat people like responsible adults✓✓
 - Understand human needs✓✓
 - Creating a working environment in favour of the individuals and enterprise needs✓✓
- Any other relevant question based on the case study (3 × 2) (6)

[30]

QUESTION 4

- 4.1 Case studies:✓personalise a hypothetic or simulated situation as if it is the real situation and try to find solutions accordingly✓✓

Role play:✓ a simulated situation or scenario is created and each person is allocated a role. Each person plays the role as if it is him/herself. The role-play is observed and judged or evaluated by the training instructor. It provides a good indication of how each person would act in the real work situation.✓✓

In basket:✓ this method trains persons to organise, systematise and solve problems. The person is handed a number of documents that would be typical in basket, for example, letters, telephone calls, notes, messages, et cetera. These items must be sorted in such a manner that important matters would receive attention and priorities can be determined.✓✓

Management of games:✓ The purpose is to train candidate managers by means of board games, in decision-making, problemsolving, risk-handling, et cetera.✓✓

Syndicate training:✓Workers are divided into groups, each group gets a task that they have to do within the group. The advantage is that everybody is actively involved in the training.✓✓

Programs and computer-based training:✓ Training material is compiled by means of computer programs and computer equipment. The employee or trainee uses specific programs, opens files from it and executes the instructions. Most of these programs measure as the course progresses. The biggest advantage is that each trainee learns at his own pace/tempo and almost immediately gets feedback on results.✓✓

(6 × 3) (18)

4.2

4.2.1 Psychographic factors

- Class: usually relates to income, occupation, residential area where the consumer lives and the form of recreation he/she participates in.✓✓
- Lifestyle: consumers live in luxury or prefer a more simplified manner for survival.✓✓
- Personality: certain trademarks are associated with certain personalities.✓✓

(3 × 2) (6)

4.2.2 Behaviouristic factors

- Benefits: consumers strive to obtain value for money whilst others will seek specific trademarks.✓✓
- Loyalty: consumers are loyal towards a specific product because of historic events or own personal experience.✓✓
- Sensitivity: consumers are quality, price and service conscious for their own personal needs. Individuals and households participate in the consumer market and are mainly targeted in the marketing strategies of the business enterprise.✓✓ (3 × 2)

(6)
[30]

QUESTION 5

5.1 Etiquette for professional people

- Have the 'May I be of help?' attitude✓✓
- Be friendly, polite, charming, courteous, sincere and pleasant without being familiar✓✓
- Treat all people the same, don't have favourites, treat them with courtesy and respect from cleaner to the MD✓✓
- Be proud of your work and your duty✓✓
- Be ambitious and show initiative✓✓
- Use your voice optimally✓✓
- Use your language correctly✓✓
- Learn to listen attentively, don't interrupt or dominate the conversation✓✓
- Show discretion, tact and diplomacy✓✓
- Have a good sense of humour✓✓
- Be punctual✓✓
- Learn to co-operate with others✓✓
- Good etiquette requires silence regarding personal problems, gossips or people's personal affairs✓✓
- Don't discuss or condemn colleagues, their work or services✓✓
- Don't do anything that will harm the image or status of your profession✓✓
- Be well groomed and well dressed

Any other relevant answers

(15 × 2)

[30]**QUESTION 6**

- 6.1
- Influencing the decision-making process of the consumer needs.✓✓
 - Identifying different options and various ways of addressing and satisfying a particular need✓✓
 - Assisting the consumer with verified information to speed up the purchasing decision✓✓
 - Expose the consumer to product or service by means of demonstration or sampling to encourage the consumer to take a decision in favour of the product the enterprise is manufacturing or selling✓✓
 - Remind the consumer on a continuous basis about the benefits of satisfaction included in the product or service you render✓✓

(5 × 2)

(10)

- 6.2 Five requirements of evaluation instruments (tests and questionnaires)
- It must be reliable: it has to give the same results when being used repeatedly✓✓
 - It must be valid: it must measure what it is supposed to measure, e.g. aptitude test do not measure personality traits✓✓
 - It must be objective: it must be conducted in the same manner for all candidates for example, if the time allowed for test is 5 minutes, it must be 5 minutes for all candidates✓✓
 - The degree of difficulty must be adjusted for applicants✓✓
 - The test must be compiled and conducted and interpreted by knowledgeable people✓✓
- (5 × 2) (10)
- 6.3 Characteristics of a partnership as a type of ownership
- The contract or agreement amongst the partners can be in writing or orally agreed✓✓
 - Every partner has an obligation (labour skills or capital intensive) to the partnership✓✓
 - The maximum number of partners is by law, restricted to twenty✓✓
 - The legal personality of the partnership resides in the individuals themselves and they are jointly and severally liable for any debts✓✓
 - When a partner dies the partnership is automatically dissolved and the agreement becomes obsolete✓✓
- (5 × 2) (10)
[30]

QUESTION 7

- 7.1.
- Meet clients promptly✓✓
 - Greet them in a friendly way with a smile✓✓
 - Invite them to state their reason for the business call✓✓
 - Listen to them with attention✓✓
 - Show interest in their business✓✓
 - Be patient and tolerant✓✓
 - Use positive words and expressions✓✓
 - Speak in a pleasant voice✓✓
 - Treat them as important people✓✓
 - Address them appropriately✓✓
 - Show appreciation for their contact with company✓✓
- (11 × 2) (22)

- 7.2
- Economical in terms of resources which include space, equipment, furniture and fittings, lighting, heating and staff✓✓
 - Facilitates close supervision✓✓
 - Improves work flow✓✓
 - Enhance the potential of team work and encourages a friendly atmosphere✓✓

(4 × 2) (8)
[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200