



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

OFFICE PRACTICE N6

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This marking guideline consists of 6 pages.

SECTION A (COMPULSORY)**QUESTION 1**

1.1	1.1.1	A		
	1.1.2	D		
	1.1.3	B		
	1.1.4	D		
	1.1.5	C		
	1.1.6	B		
	1.1.7	B		
	1.1.8	A		
	1.1.9	C		
	1.1.10	B		
	1.1.11	C		
	1.1.12	A		
	1.1.13	D		
	1.1.14	B		
	1.1.15	C		
			(15 × 2)	(30)
1.2	1.2.1	H		
	1.2.2	J		
	1.2.3	A		
	1.2.4	I		
	1.2.5	B		
	1.2.6	G		
	1.2.7	K		
	1.2.8	E		
	1.2.9	C		
	1.2.10	D		
			(10 × 2)	(20)
				[50]
			TOTAL SECTION A:	50

SECTION B**QUESTION 2**

- 2.1 2.1.1
- Ensuring better communication between the employer and the employee regarding expectations and achievements
 - Helping employees to focus on mutually agreed objectives for the job
 - Building trust between levels of employees in the business
 - Reinforcing goals and objectives on a regular basis
 - Identifying specific training
 - Determining different workers' ability and skills
 - Identifying any shortcomings of workers and their performances
 - Improving training needs and performance (Any 5 × 2) (10)
- 2.1.2
- Judgement-based rating scale: Characteristics, behaviour and performance criteria are established.
 - Objective-based rating scale: The rating performance is done against pre-agreed objectives and standards.
 - Behaviour-based rating: The process is based on the behaviours required for success. (3 × 2) (6)
- 2.2
- Determining training needs – whether training is really necessary
 - Determining training objectives – aims and outcomes
 - Identifying the training group – who must be trained
 - Setting up a programme – duration of the training
 - Orienting personnel – sending the information out
 - Implementing the programme – actual presentation
 - Evaluating the programme – using the checklist (7 × 2) (14)
- [30]**

QUESTION 3

- 3.1 3.1.1
- Satisfaction: Consumers are willing to pay a price for the product that satisfies his/her needs.
 - Demand: The demand for necessity is not negotiable.
 - Competition: Consumers choose the lowest price.
 - Availability of the substitute of the product may affect the price.
 - Discounts: The business should not forget profit when giving discount.
 - Fixed prices: The prices of certain products are laid down by the state.
 - Production and distribution costs have a direct influence on the selling price.
 - Reaction of dealers: Costly products might discourage dealers to sell.
 - Marketing strategy: The introduction price differs from the normal price. (9 × 2) (18)

- 3.1.2 (a)/(b): little time spend on the product/close to their home/bought everyday/the buyer is familiar with the product/willing to accept substitute
- (c): groceries, tobacco, toothpaste, etc.
- (d)/(e): not often bought/satisfy a specific need/wants more information of the product/takes time to buy
- (f): furniture, clothing and cellphones
- (g)/(h): loyal to certain trademark/willing to pay a high price/unique features
- (i): TV sets, expensive cars, fashion clothes, etc. (9)
- 3.2 Price is the exchange value of a product or service,✓✓ and the value and benefit the consumer gets for his/her money.✓ (3)

[30]**QUESTION 4**

- 4.1 4.1.1
- Identifying the exact needs of a client.
 - Identifying different options and various ways of addressing a particular need.
 - Assisting the consumer with verified information to speed up the decision-making process.
 - Exposing the consumer to the product by means of demonstration.
 - Reminding the consumer on a continuous base about the benefits.
 - Influencing the client by constant reminder of the relationship the organisation has with him/her. (Any 5 × 2) (10)
- 4.1.2
- Age
 - Gender
 - Income
 - Occupation
 - Culture and education (Any 4 × 1) (4)
- 4.2
- Ensure that one does not get upset when busy with the other one.
 - Assure them that the work will be done as soon as possible.
 - Negotiate terms if there is a lot of work from different managers.
 - Select tasks in order of urgency.
 - Ensure that there is a healthy relationship between managers regarding the completion of work.
 - Draw up a roster as the work comes in.
 - Be courteous but firm with all task allocations.
 - Avoid doing favours for certain managers. (8 × 2) (16)

[30]

QUESTION 5

- 5.1
- Logo: total design
 - Slogan: catchy phrase that explains what the company stands for
 - Corporate colours: consistent use
 - Font or typeface: style of writing used for letters
 - Symbol/Emblem: visual picture
 - Positioning: consistent placement
 - Jingle: catchy song or tune used in television or radio (7 × 2) (14)
- 5.2
- Collective bargaining: Meetings are held between representatives and top management takes a decision.
 - Mediation: A neutral person is appointed to mediate between two parties without making a decision.
 - Arbitration: A neutral person analyses all facts from both parties and passes judgment in favour of one party. (3 × 2) (6)
- 5.3
- Me – self-image
 - Position I'm in at present
 - Why am I here?
 - Where do I want to be?
 - My potential
 - End purpose/objective (6)
- 5.4
- Task orientation entails the setting✓ and achieving of objectives✓ and successful execution of duties✓ to ensure the smooth flow of activities.✓ (4)
[30]

QUESTION 6

- 6.1
- Your conduct should be professional.
 - Rather use miss than the first name.
 - Maintain a polite distance, even at office functions.
 - Play safe and do not touch or lean against her.
 - Never invite her alone for dinner.
 - Beware of women that lead you on.
 - Never compliment a woman in the office on her beauty.
 - Avoid cracking jokes with sexual content.
 - Do not make a habit of touching as women detest it.
 - Some women see a successful businessman as potential spouse. (6 × 2) (12)
- 6.2
- The furniture/workstation must be movable to change if necessary.
 - Staff members perform better when they are allowed to personalise their own space.
 - An open-plan layout often has a lack of privacy – a boardroom is needed for meetings.
 - It must be laid out in a way that keeps noise levels down.
 - All offices must adhere to health and safety regulations.
 - Décor and colours should be used to stimulate the work environment.
 - Electronic equipment must be standard and compatible.
 - Office layout must enhance workflow to avoid piling up.
 - Effective layout can increase team spirit. (9 × 2) (18)
[30]

QUESTION 7

- 7.1
- Liaise with people inside and outside the business/built network on behalf of the manager.
 - Support colleagues and customers when they need it.
 - Lighten the workload of the manager by keeping a diary and doing what you can.
 - Communicate the information given by the manager.
 - Handle correspondence immediately.
 - Treat confidential information as such.
 - Present reports accurately and legibly whether by hand or computer.
 - Control registers on a daily basis.
 - Researching information for meetings.
 - Sort, read and annotate incoming mail. (Any 5 × 2) (10)
- 7.2
- 7.2.1 Aggressiveness – at expense of others
Assertiveness – with respect for others
- 7.2.2 Aggressiveness – try to take privileges from others
Assertiveness – know they have the right to their own thoughts
- 7.2.3 Aggressiveness – never take accountability for their own mistakes
Assertiveness – understand that they make choices and call the shots
- 7.2.4 Aggressiveness – blame others for their own temperament
Assertiveness – choose the appropriate behaviour for a situation
- 7.2.5 Aggressiveness – see themselves as superior
Assertiveness – acknowledge their self-worth
- 7.2.6 Aggressiveness – brag about little things
Assertiveness – feeling good, maintains personal integrity (6 × 2) (12)
- 7.3
- It encourages team spirit and participation.
 - No-one can blame other team members if the chosen plan of action fails.
 - It can take time to get the entire team involved.
 - It can lead to conflict if team members cannot agree.
 - If team members cannot reach an agreement, the supervisor must step in to make the final decision. (Any 4 × 2) (8)

[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200