higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

APPLIED MANAGEMENT N6

12 JUNE 2013

This marking guideline consists of 6 pages.

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QUESTION 1

1.1	1.1.1	True		
	1.1.2	True		
	1.1.3	True		
	1.1.4	True		
	1.1.5	False – tactical		
	1.1.6	False – upwards		
	1.1.7	False – structured		
	1.1.8	False – software program		
	1.1.9	True		
	1.1.10	True		
			(10 × 2)	(20)
1.2	1.2.1	Budget: Forecast of business's future needs in terms of money		
	1.2.2	Target market: People of various ages/genders/areas aiming to study college courses		
	1.2.3	TWO advertising methods: Website, newspapers, radio and social media, etc. (NOT TV)		
	1.2.4	TWO physical enviro factors: Suitable staff, facilities, funding, courses, etc.		
	1.2.5	Skills test: Can see how the student prepares meals against a recipe		
			(5 x 2)	(10)
1.3	1.3.1	Marketing		
	1.3.2	Strictness and lenience fault		
	1.3.3.	Method study		
	1.3.4	Factor method		
	1.3.5	Recognition agreement	(5 x 2)	(10)

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1.4 1.4.1 E

1.4.2 D

1.4.3 A

1.4.4 B

1.4.5 C (5 x 2) (10)
[50]

QUESTION 2

2.1
- Determines manpower needs in accordance with strategic plan
- Acquires manpower via recruitment and selection
- Develops manpower via training and performance appraisal
- Remuneration: Wages, salaries and promotions
- Maintenance via health care, safety rules, discipline, dismissals and grievance management (5 × 2) (10)

2.2 Discipline - To influence the conduct of subordinates with techniques to direct actions to achieve goals (3)

2.3
- Positive discipline, e.g. express thanks, praise and recognition by manager for good work
- Negative discipline, e.g. a warning or dismissal due to transgressions by employee (2 × 2) (4)

2.4
- Top level
- Middle level
- Lower level (3)

2.5
- Grievance procedure/trade unions: Staff informs management about grievances or complaints
- Special meetings between staff and management to get feedback
- Questionnaires to test staff feedback on certain issues
- Exit interviews when staff leave the company to determine reasons for leaving
- Organisational structure can include mentors to be accessible to employees (5 × 2) (10)

2.6 (Sender) Lecturer (encodes) gives <u>verbal</u> <u>instruction</u> (<u>medium</u>) to (barrier) noisy (receivers) students (message) to learn Marketing chapter for test the next day. (No decoding) Most of them did not write down which chapter they had to learn (barrier) as it was the end of the period (Feedback) 60% of the students failed the test. (8 + 8) (16)

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2.7 Arbitration: voluntary or compulsory when negotiations reach a deadlock, refer dispute to (acceptable to both parties) arbitrator who makes final decision/both parties must accept decision (4)
[50]

QUESTION 3

3.1 3.1.1 E

3.1.2 D

3.1.3 B

3.1.4 A

3.1.5 C (5 × 2) (10)

3.2
- (2) Observation of employee doing a task by the manager
- (4) Interview is most used technique and combined with observation
- Use structured and well-planned questions about job-related issues
- Answers must be recorded accurately
- Disadvantage: Employee can give false info
- (2) Questionnaires: Can be structured or unstructured
- Must be concise and relevant
- Must inform employee about objective of questionnaire.
- Cheapest and quickest way to collect a lot of info from employee
- (2) Diary or logbook: Employee records duties and times
- Disadvantage: Employees forget to keep daily record and info may not always be reliable (10)

3.3 Internal: Look for staff inside the organisation
External: Look for staff outside the organisation (2 × 2) (4)

3.4 Internal: Personnel records, ads in staff magazine, notice board, website and ask own staff
External: Newspaper/Magazine ads, recruitment agencies, waiting list, head-hunting and visits (3 + 3) (6)

3.5
- work area planned to limit labour time and provide fast service
- Plan centralised production area so distance to serving area is limited
- Do work in sitting rather than standing position
- Plan correct height of work surfaces
- Ease of cleaning and sanitation important when selecting equipment
- Plan for overhead, clearly visible racks within easy reach for cooking utensils

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- Essential instructions regarding operations or equipment are important, e.g. electric equipment
- Simple and easy identifiable control mechanisms are important, e.g. power switches
- Select equipment on basis of need and use for specific ingredients and processes (group together) (Any 5 × 2) (10)

3.6
- Identify and describe task: Revision of existing task or problem area, e.g. a bottleneck
- Collect relevant facts: Make notes, use video recordings or Therbligs symbols
- Critical investigation of existing method: Evaluate objective, place, person and equipment
- Development and choice of improved method: Choose cost and time effective method
- Introduce new method: Train worker in new method and follow up for deviations (5 × 2) (10)

[50]

QUESTION 4

4.1 4.1.1
- Experience, in food preparation, able to use equipment (computers etc), set tests.
- Need to be able to deal with people, lecturing skills, be patient, etc.

(3 × 2) (6)

4.1.2
- Can measure the lecture on work performance criteria/Observe class presentations
- Can measure pass rate of students
- Feedback from students in questionnaires relating to work performance

(Any 2 × 2) (4)

4.2 4.2.1
- Demographic
- Geographic
- Psychographic
- Product-related (4)

4.2.2
- Product/Services, e.g. courses offered by college
- Promotion, e.g. students who pay fees before a certain time get discount on fees
- Advertising, e.g. advertise different courses in various media
- Publicity, e.g. use sponsorships, events, etc. to publicise the college (4 + 4) (8)

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4.3
- Product/Service qualities
- Customer contact
- Shelf-life or stock spoilage
- Distribution area (4)

4.4
- Mission, e.g. reason for existence of college
- Objectives, e.g. offer training courses
- Resources, e.g. staff/training facilities etc.
- Types of courses offered
- Financial, e.g. need to collect class fees
- Management structure, e.g. staff and management
- Culture of college
- Management of organisation (Any 6 × 2) (12)

4.5
- Purchase correct quality and quantity
- Purchase price must correspond with quality
- Follow standardised recipe in production
- Prep method must be economical
- Equipment must be standardised and accurate
- Service method standardised for service staff
- Train staff on portion size and costs (Any 6 × 2) (12)

[50]

TOTAL: 200

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