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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

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13:00–16:00

This question paper consists of 6 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
APPLIED MANAGEMENT N6
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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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. Correct the statement if it is FALSE.

1.1.1 Horizontal labour division includes jobs grouped into applicable departments.

1.1.2 The personnel policy determines the manpower needs of the college.

1.1.3 Induction deals with the introduction of a new employee to the relevant department.

1.1.4 Staff maintenance includes health care and safety regulations.

1.1.5 Middle management is responsible for operational functions.

1.1.6 A grievance procedure is a horizontal communication method.

1.1.7 An unstructured questionnaire contains specific questions regarding a task.

1.1.8 MS Excel is a hardware program often used for businesses.

1.1.9 Business ethics can cover pollution-prevention measures.

1.1.10 A meal pattern reflects the categories of menu items served during each meal. (10 × 2) (20)

1.2 Write a clear description and/or give suitable examples of the following terms. Write only the answer next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 A budget

1.2.2 Target market of George College

1.2.3 TWO advertising methods George College can use to create awareness of courses

1.2.4 TWO physical environmental variables that can influence George College

1.2.5 Example of a skills test that can be used at the college for a hospitality student (5 × 2) (10)

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1.3 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 A business function that focuses on the provision of services/ products to satisfy clients' needs

1.3.2 A personnel evaluation shortcoming where an evaluator rates an employee either too high or too low on certain work performance criteria

1.3.3 A process that analyses current procedures in order to improve operations and productivity

1.3.4 A costing method that multiplies the raw food cost with a fixed factor

1.3.5 The document includes a grievance procedure and is signed by the employer and trade union (5 × 2) (10)

1.4 Choose a description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–E) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
1.4.1	Task	A group of jobs with similarities in work content
1.4.2	Job description	B minimum skills and qualifications needed for a specific position
1.4.3	Occupation	C includes both the job specification and job description
1.4.4	Job specification	D duties and responsibilities described for a position
1.4.5	Job analysis	E action performed to achieve a result

(5 × 2) (10)
[50]

QUESTION 2

2.1 Describe FIVE functions of the Human Resources department of George College. (5 × 2) (10)

2.2 What is discipline? (3)

2.3 Explain, with examples, how TWO types of discipline can be applied at the college. (2 + 2) (4)

2.4 Name THREE levels of management at the college. (3)

2.5 Describe FIVE methods of upward communication that staff and students at the college can use to communicate with their superiors. (5 × 2) (10)

2.6 Identify and explain the following EIGHT elements of the communication process in the given practical example below: (E.g. Lecturer = the ... (element) because she/he)

The lecturer gives a clear verbal instruction to the noisy students to learn a Marketing chapter for their test the following day. Most of them did not write down which chapter they had to learn as it was the end of the period. As a result, 60% of the students failed the test. (8 + 8) (16)

2.7 Explain what happens during arbitration. (4)

[50]

QUESTION 3

3.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–E) next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1.1	Basic Conditions of Employment Act	A	protects employees in the case of contracting work-related disease
3.1.2	Occupational Health and Safety Act	B	stipulates minimum wages
3.1.3	Wage Act	C	employees are required to pay monthly contributions to this fund
3.1.4	Compensation for Occupational Injuries and Diseases Act	D	protects employees against unsafe working conditions
3.1.5	Unemployment Insurance Act	E	includes the right that employees may not be victimised

(5 × 2) (10)

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3.2 Describe FOUR examples of job analysis techniques a manager can use. (10)

3.3 Define the difference between *internal* and *external* recruitment sources. (2 × 2) (4)

3.4 Name THREE internal and THREE external recruitment sources that George College can use to source a Campus manager. (3 + 3) (6)

3.5 Describe FIVE effective planning principles that should be implemented in the design of the work areas of the college's demonstration kitchen. (5 × 2) (10)

3.6 Describe the FIVE steps of method study. (5 × 2) (10)
[50]

QUESTION 4

4.1 Describe the requirements of personnel evaluation of Hospitality lecturers under the following headings:

4.1.1 TWO technical and TWO personal skills. (3 × 2) (6)

4.1.2 TWO quantitative methods to measure the lecturer's work performance (2 × 2) (4)

4.2 Describe the following aspects regarding marketing:

4.2.1 FOUR criteria for market segmentation (4)

4.2.2 FOUR elements of the marketing mix with examples (4 + 4) (8)

4.3 List FOUR unique aspects of marketing for the hospitality industry. (4)

4.4 Describe SIX internal micro-environmental factors that can influence George College. (6 × 2) (12)

4.5 Describe SIX guidelines for portion control that should be applied in the kitchen. (6 × 2) (12)
[50]

TOTAL: 200

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