higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINIATION

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

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13:00–16:00

This question paper consists of 5 pages.

BUSINESS STUDIES

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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. Start each question on a NEW page.
5. Answer ALL the questions within the practical context of the given situation.
6. Carefully consider the mark allocation in the question paper.
7. 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 Marketing focuses on the sales promotion of training services of the college.

1.1.2 Financial management includes compiling financial statements.

1.1.3 Induction deals with the placement of a suitable candidate in a specific position.

1.1.4 Organising is the process where actual results are compared to set standards.

1.1.5 Top management is responsible for operational functions at the college.

1.1.6 Horizontal communication takes place around the fixed organisational structure.

1.1.7 A recognition agreement is signed only by the employer.

1.1.8 A code of ethics refers to the professional code of conduct at an institution.

1.1.9 Violating safety measures at the workplace can lead to immediate dismissal.

1.1.10 An occupation is a group of jobs with more or less the same job content. (10 x 2) (20)

1.2 Give a complete description for each of the following. Write the description and/or example next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

1.2.1 Purchasing management

1.2.2 The dual function of the interpersonal liaison role of a manager

1.2.3 The grapevine communication system

1.2.4 The concept of productivity

1.2.5 A practical skills test for hospitality services students at the college (5 x 2) (10)

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

1.3.1 The movement of air to remove excessive heat, steam and unpleasant odours

1.3.2 This act stipulates regulations for a safe and healthy work environment

1.3.3 The symbols that are used during method study to capture successive actions

1.3.4 The geographic, demographic and psychographic profiles of potential clients

1.3.5 The budget that includes the long-term plans for capital expenditure and financing (5 x 2) (10)

1.4 Choose a description from COLUMN B that matches an item 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	Economic environment	A	global warming
1.4.2	Technological environment	B	globalisation trends
1.4.3	Physical environment	C	new labour law legislation
1.4.4	Political environment	D	electronic access cards
1.4.5	International environment	E	interest rates

(5 x 2) (10)
[50]

QUESTION 2

2.1 Answer the following within the practical context of the college:

2.1.1 State FIVE functions of the human resource manager in the college. Give suitable examples. (5 x 3) (15)

2.1.2 Describe the SIX (6M's) resources of the college by giving suitable examples of each. (6 x 2) (12)

2.1.3 Define the *process of management.* (3)

2.2 Explain the EIGHT elements of the communication process by means of a suitable example between a lecturer and students during a class lesson at the college. (8 x 2) (16)

2.3 State FOUR uses of job analysis. (4)
[50]

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QUESTION 3

3.1 Compile a job advertisement for the head cook at the college hostel. Include SIX main criteria required by this specific job description in the job advertisement. (6 x 2) (12)

3.2 Discuss FIVE principles of motion economy that will help the head cook to be more effective when performing tasks. (5 x 2) (10)

3.3 Explain FIVE reasons why effective planning is important to college management. (5 x 2) (10)

3.4 The college needs to do marketing in order to promote new courses to prospective students.

Write down the FOUR elements of the marketing mix and give a suitable example of each in the context of the college. (4 x 2) (8)

3.5 Explain FIVE macro environment variables with an example of each that can influence the college. (5 x 2) (10)
[50]

QUESTION 4

4.1 Explain FIVE factors that can influence meal and menu planning. (5 x 2) (10)

4.2 State FIVE guidelines for portion control. (5 x 2) (10)

4.3 Give a thorough description of the FIVE steps of method study. (5 x 2) (10)

4.4 Explain FIVE purchasing methods management can use to buy stock. (5 x 2) (10)

4.5 Name SIX personnel evaluation techniques that management can use for evaluation. (6)

4.6 What does the acronym *AIDA* stand for? (4)
[50]

TOTAL: 200

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