higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N40**(E)**(J5)H

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

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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. Start each question on a NEW page.
5. Questions must be answered within the practical context of the given situation.
6. Write neatly and legibly.

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QUESTION 1

Mr Nkosi is the manager of a Burger King franchise in Johannesburg. He is responsible for various management functions such as the planning, organisation and control of the business. Burger King mostly markets its products by means of television and the print media.

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the number and write '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 A personnel management function is to recruit new staff.

1.1.2 A financial management function is to set up budgets.

1.1.3 Setting corporate goals for the business is a strategic management function.

1.1.4 Decision making forms the basis of all managerial tasks.

1.1.5 Planning ensures coordination and cooperation in a business.

1.1.6 Horizontal labour division involves the division of staff into departments.

1.1.7 The grapevine is a formal communication method.

1.1.8 Motivation is the internal drive that activates people's actions.

1.1.9 Middle management is responsible for operational functions of a business.

1.1.10 To prepare speciality dishes requires technical skills of a chef.

(10 × 2) (20)

1.2 Describe each of the following concepts:

1.2.1 Geographic market segmentation

1.2.2 Management by objectives (MBO)

1.2.3 Target market of Burger King

1.2.4 Meal plan

1.2.5 Capital budget

1.2.6 Grievance procedure

1.2.7 Work measurement

1.2.8 Wage Act

1.2.9 Central tendency fault

1.2.10 Open-market system purchasing method

(10 × 2) (20)

1.3 Choose an example from COLUMN B that matches a resource in COLUMN A. Write the letter (A–F) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Administration resources	A	kitchen staff
1.3.2	Marketing resources	B	kitchen equipment
1.3.3	Financial resources	C	promotions
1.3.4	Human resources	D	sales income
1.3.5	Physical resources	E	purchasing records
		F	decision making

(5 × 2) (10)

[50]

QUESTION 2

2.1 Name the THREE main parties or role players for whom the Labour Relations Act makes provision at the workplace. (3)

2.2 Which government department administers the labour laws in South Africa? (1)

2.3 Briefly describe FIVE principles of disciplinary procedures of which a manager should be aware when handling grievances in the workplace. (5 × 2) (10)

2.4 List the FOUR types of disciplinary actions or remedies an employer can take against an employee for contravening work rules. (4)

2.5 Define *job description*. (4)

2.6 Compile a job description for a first cook at Burger King by writing down any FIVE criteria of the job description and the applicable requirements next to each criterion. (5 + 5) (10)

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2.7 2.7.1 Define *work-study*. (4)

2.7.2 Give the purpose of a work-study. (3)

2.7.3 Name TWO work-study techniques that can be used. (2)

2.7.4 List FIVE factors that can have a direct impact on work and productivity at Burger King. (5)

2.7.5 Describe, by means of an example, how a work-study can improve safety in a kitchen. (4)

[50]

QUESTION 3

3.1 Briefly describe the FOUR steps of the work measurement process. (4 × 2) (8)

3.2 Describe FIVE advantages of work measurement. (5 × 2) (10)

3.3 Briefly describe the shortcomings of each of the following evaluation techniques:

3.3.1 Personal prejudice (2)

3.3.2 Generalisation (2)

3.3.3 Central tendency fault (2)

3.3.4 Standard setting (2 × 2) (4)

3.4 Briefly describe a performance test with an example as a method to evaluate the work performance of an employee. (3 × 2) (6)

3.5 Define *marketing*. (4)

3.6 Write down the FOUR P's of the marketing mix with examples applicable to Burger King. (4 × 3) (12)

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QUESTION 4

4.1 List FOUR primary marketing communication methods that Burger King can use to create awareness of its products. (4)

4.2 Write down FIVE variables of the macroenvironment of Burger King and give an example of each. (5 × 2) (10)

4.3 Describe the steps the kitchen supervisor should follow when receiving stock from suppliers. (7 × 2) (14)

4.4 Describe SIX guidelines for effective portion control in the kitchen. (6 × 2) (12)

4.5 Give TWO examples each of the following:

4.5.1 Food costs

4.5.2 Labour costs

4.5.3 Overhead costs

(3 × 2) (6)

4.6 State TWO advantages of computerised systems in the hospitality industry. (2 × 2) (4)

[50]

TOTAL: 200

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