higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N40**(E)**(M28)H

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

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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. Answer ALL the questions within the practical context of the given situation.
6. Write neatly and legibly.

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QUESTION 1

Scenario

Mrs Peters owns a catering and events planning business in George called Peters' Foods and Functions. She has a team of employees who works for her and helps to plan the menus and organise the events.

She caters for various functions such as weddings, seminars, fundraising events and other events on request. Mrs Peters deals with all the management functions to ensure the business survives and is profitable.

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 a statement if it is FALSE.

1.1.1 Human resource management deals with the manpower needs of an organisation.

1.1.2 Recruitment deals with the introduction of new employees to the organisation.

1.1.3 Procurement management is the acquisition of required material for production processes.

1.1.4 Marketing management deals with building relations with internal and external groups.

1.1.5 Productivity is the relation between the input of resources and the output of goods and services.

1.1.6 A grievance procedure is a method of upward communication.

1.1.7 Communication with staff by means of a business newsletter is a form of external communication.

1.1.8 A recognition agreement includes the disciplinary procedure in an organisation.

1.1.9 Human resource maintenance includes aspects such as training, promotion and job enrichment.

1.1.10 Using a structured questionnaire is part of a job specification compilation.

(10 × 2) (20)

1.2 Give a clear description of each of the following:

1.2.1 Discipline in the workplace

1.2.2 Diagonal communication in the workplace

1.2.3 Labour relations

1.2.4 Master budget

1.2.5 The Occupational Injuries and Diseases Act

1.2.6 Observation as a job analysis method

1.2.7 The TWO steps of the intensive selection process

1.2.8 Meal pattern

1.2.9 The use of therblig symbols in the workplace

1.2.10 Target group of a business

(10 × 2) (20)

1.3 Read the information in the scenario in QUESTION 1, name the THREE functions mentioned and give a suitable example of a target market for each.

(3 × 2) (6)

1.4 Briefly describe TWO reasons why Mrs Peters must market her business frequently. (2 × 2) (4)

[50]

QUESTION 2

2.1 Choose an example from COLUMN B that matches a type of test in COLUMN A. Write only the letter (A–E) next to the question number (2.1.1–2.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1.1	Performance test	A	mechanical or mathematical skills
2.1.2	Aptitude test	B	mental abilities
2.1.3	Personality test	C	preferences of employees
2.1.4	Intelligence test	D	leadership and temperament qualities
2.1.5	Interest test	E	a cook preparing a pie

(5 × 2) (10)

2.2 Mrs Peters organises regular meetings to ensure that all staff members are well-informed about current events and their requirements.

Describe FIVE advantages of effective communication for Mrs Peters' business. (5 × 2) (10)

2.3 Describe SEVEN principles and requirements for a disciplinary procedure. (7 × 2) (14)

2.4 Describe FIVE uses of job analysis for Mrs Peters' business. (5 × 2) (10)

2.5 Name SIX elements that must be included in a job specification. (6)

[50]

QUESTION 3

3.1 Describe how a work study can be used to improve the following areas in a food factory:



3.1.1 Work content of a job

3.1.2 Health and safety in the factory

3.1.3 Equipment design in the factory

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3.1.4 Work simplification

3.1.5 Movement or motion economy

(5 × 2) (10)

3.2 Define the term *work measurement.* (6)

3.3 Briefly describe SIX advantages of work measurement when Mrs Peters' cook is preparing sandwiches for a business meeting of 50 people. (6 × 2) (12)

3.4 Describe FIVE objectives of performance appraisal for a business. (5 × 2) (10)

3.5 State SIX shortcomings of personnel evaluation techniques. (6)

3.6 Describe how the physical environment in the area of the business, in this case in George, can impact on Mrs Peter's business. (3 × 2) (6)

[50]

QUESTION 4

4.1 Name the SIX elements of the marketing mix. (6)

4.2 Mrs Peters needs to regularly market her business.

Describe FOUR marketing communication methods she can use to market her business in George and give suitable examples of each method. (4 × 2) (8)

4.3 Mrs Peters must do market segmentation to exactly get to know the needs of her target market so she can satisfy these needs.

Briefly describe with examples how Mrs Peters can use psychographic or lifestyle segmentation with special reference to the AIO activities, interests and opinions of her customers. (3 × 2) (6)

4.4 State FIVE factors that will influence the meal and menu planning of her business. (5 × 2) (10)

4.5 Describe SEVEN guidelines for portion control that would help to save costs and wastage. (7 × 2) (14)

4.6 Name FIVE purchasing methods that a business can use to buy stock. (5)

4.7 Complete the following sentence by writing only the missing word(s) next to the question number (4.7) in the ANSWER BOOK.

… software performs certain functions on the computer, for example to do stock control for the business. (1)

[50]

TOTAL: 200

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