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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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**NOVEMBER EXAMINATION**

**NATIONAL CERTIFICATE**

# APPLIED MANAGEMENT N6

(4090576)

**22 November 2013 (Y-Paper)**
**13:00–16:00**

**This question paper consists of 6 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

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**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

You are a manager on a wine farm in the Western Cape. You are in charge of the guest house and the restaurant on the farm.

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.

1.1.1 Production management includes manufacturing and quality control.

1.1.2 Management gets things done through people and resources.

1.1.3 Top management deals with strategic functions.

1.1.4 Negative discipline can be a formal warning.

1.1.5 Facial expressions are a form of verbal communication.

1.1.6 An occupation refers to a group of actions to achieve a specific result.

1.1.7 Productivity measures only the output of goods and services.

1.1.8 Ventilation refers to the amount of moisture in the air.

1.1.9 Therbligs symbols are used for work measurement.

1.1.10 Sutermeister developed a model for productivity.

(10 × 2) (20)

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

1.2.1 Business ethics

1.2.2 The open market system as a purchasing method

1.2.3 Example of tangible and intangible elements in the hospitality industry

1.2.4 Capital budget

1.2.5 The Wage Act

(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 The forecast of the business's future needs in terms of money.

1.3.2 The allocation of duties, authority and responsibility to a subordinate.

1.3.3 Managerial skill is to perceive the organisation as a whole and to coordinate overall functions.

1.3.4 Marketing element that can include sponsorships or fund-raising for needy causes.

1.3.5 The act that makes provision for annual leave and overtime.

(5 × 2) (10)

1.4 Choose a description from COLUMN B that matches a/an word/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 | Encoding | A | receiver changes message into meaningful information |
| 1.4.2 | Decoding | B | lack of interest |
| 1.4.3 | Internal barrier | C | change information into an understandable message |
| 1.4.4 | An email | D | noisy office |
| 1.4.5 | External barrier | E | communication medium |

(5 × 2) (10)

**[50]**

## QUESTION 2

2.1 Describe the following management activities with practical examples relating to the restaurant:

2.1.1 Personnel management

2.1.2 Purchasing management

2.1.3 Administration management

2.1.4 Marketing management

2.1.5 Financial management

(5 × 3) (15)

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2.2 List any FIVE transgressions that may lead to immediate dismissal of an employee. (5)

2.3 Describe SIX uses of job analyses at the wine farm. (6 × 2) (12)

2.4 Explain FOUR job analyses methods that can be used. (4 × 2) (8)

2.5 You have learnt about the principles of motion economy.

Describe any FIVE principles to the new kitchen staff to help them to improve productivity. (5 × 2) (10)
**[50]**

## QUESTION 3

3.1 Choose a description from COLUMN B that matches the Therbligs symbol 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  | A reception of work |
| 3.1.2  | B inspection |
| 3.1.3  | C transport or movement |
| 3.1.4  | D operation or action |
| 3.1.5  | E storing |

(5 × 2) (10)

3.2 Briefly describe the TWO techniques that are used in a work study. (2 × 3) (6)

3.3 Describe the following personnel evaluation techniques the manager can use:

3.3.1 Rating forms

3.3.2 Management by objectives

(2 × 3) (6)

3.4 Give SIX shortcomings of personnel evaluation techniques. (6)

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3.5 3.5.1 Define the term *marketing.* (2)

3.5.2 Identify the FOUR elements (4 P's) of the marketing mix for the restaurant and give suitable examples of each element to satisfy the needs of the target market. (4 × 2) (8)

3.6 You are involved with the upgrading of the restaurant.

Briefly describe any SIX physical/ service factors of the restaurant that you would improve to ensure that customers would want to visit the restaurant on a regular basis. (6 × 2) (12)
**[50]**

**QUESTION 4**

4.1 Describe what the impact of SIX macro external environmental variables can have on the operations of the wine farm. (6 × 2) (12)

4.2 Describe FOUR micro internal environmental factors that can influence the wine farm. (4 × 2) (8)

4.3 Describe the difference between a meal plan and a meal pattern. (3 × 2) (6)

4.4 Explain SIX factors that can influence the meal and menu planning. (6 × 2) (12)

4.5 Name TWO groups of stock-taking methods. (2)

4.6 Briefly describe FIVE factors than can negatively influence control at the restaurant. (5 × 2) (10)
**[50]**

**TOTAL: 200**

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