higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

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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

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. Answer ALL the questions within the practical context of the given situation.
5. Start each question on a NEW page.
6. Write neatly and legibly.

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QUESTION 1

1.1 You are the manager of a luxury hotel in Bloemfontein and are responsible for various management functions at that hotel.

Indicate whether the following statements are TRUE or FALSE. Choose the answer 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 Information management focuses on recordkeeping and administrative procedures.

1.1.2 Motivation is defined as an internal drive activating purposeful behaviour.

1.1.3 Communication is the transfer of verbal or non-verbal messages between people.

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

1.1.5 Human skills relate to the ability to perceive the organisation as a whole.

1.1.6 A disciplinary notice to a staff member is a form of upward communication.

1.1.7 An intelligence test determines the personal characteristics of an individual.

1.1.8 Reliability refers to the degree that a test measures criteria it is supposed to measure.

1.1.9 Halo effect is when an evaluator awards everyone an average score.

1.1.10 Service is a tangible aspect of hospitality services.

(10 × 2) (20)

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1.2 Give a description and/or example for each of the following terms. Write the description and/or example next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Delegation as a management process

1.2.2 Positive discipline

1.2.3 Encoding in the communication process

1.2.4 Decoding in the communication process

1.2.5 Manpower planning

1.2.6 Promotion as a marketing tool

1.2.7 Purpose of work study

1.2.8 Function of process cards

1.2.9 A meal plan

1.2.10 Consumerism

(10 × 2) (20)

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 This concept is the measure of the output of goods and services delivered in relation to the input of resources.

1.3.2 The main objective of this act is to make provision for payments to employees who have contributed to this fund, but have since lost their jobs.

1.3.3 This purchasing method supplies products to clients at a gross cost plus a negotiated percentage profit margin.

1.3.4 This is the lowest quantity of stock level allowed for the kitchen.

1.3.5 The geographic, demographic and psychographic profiles of potential clients

(5 × 1) (10)
[50]

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QUESTION 2

2.1 Briefly define the term *job description.* (2)

2.2 Give EIGHT elements of a job description. (8)

2.3 Clearly distinguish between the processes of *arbitration* and *mediation* which can be called upon during negotiations. (5 + 5) (10)

2.4 Describe SIX advantages of work measurement for a hotel kitchen. (6 × 2) (12)

2.5 Explain the FOUR steps of the work measurement process. (4 × 2) (8)

2.6 Choose a description from COLUMN B that matches the budget type in COLUMN A. Write only the letter (A–E) next to the question number (2.6.1–2.6.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
2.6.1	Master budget	A finances for long-term expenses
2.6.2	Operating budget	B finances for training purposes
2.6.3	Capital budget	C finances for advertising costs
2.6.4	Personnel budget	D financial forecast of expenses and profits
2.6.5	Marketing budget	E includes all the budgets of the hotel

(5 × 2) (10)
[50]

QUESTION 3

3.1 Explain SIX factors that can have a negative influence on productivity in the workplace. (6 × 2) (12)

3.2 Describe the following performance evaluation techniques with examples at the hotel:

3.2.1 Critical incident (5 × 2) (10)

3.2.2 Management by objectives (4)

3.3 Describe the tasks that the marketing manager must perform for the hotel. (6 × 2) (12)

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3.4 Name the FOUR elements of the marketing mix and give a suitable example of each in the context of the hotel. (4 + 4) (8)

3.5 Give FOUR reasons why control is an important management function for the hotel. (4)
[50]

QUESTION 4

4.1 Briefly explain the SEVEN steps when planning a budget. (7 × 2) (14)

4.2 Draw an organogram for the hotel. Identify and indicate the flow of internal communication lines with the staff as follows: the general manager requires the budget input from the marketing manager which he needs again to send to the financial manager. The financial manager sends the information to the financial assistant to process. The financial assistant asks his colleague, a typist to type the data. The financial assistant sends the typed data back to the financial manager for approval. (10)

4.3 Briefly explain THREE reasons why employees join trade unions. (3 × 2) (6)

4.4 Describe FOUR uses of job analysis in the hotel. (4 × 2) (8)

4.5 Choose a description from COLUMN B that matches a resource in COLUMN A. Write only the letter (A–E) next to the question number (4.5.1–4.5.6) in the ANSWER BOOK.

COLUMN A		COLUMN B
4.5.1	Material	A computers
4.5.2	Methods	B tourists
4.5.3	Machinery	C budgets
4.5.4	Markets	D marketing
4.5.5	Money	E accountant
4.5.6	Manpower	F furniture

(6 × 2) (12)
[50]

TOTAL: 200

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