higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N40**(E)**(N14)H

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

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09:00–12:00

This question paper consists of 7 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 questions within the practical context of the given situation.
6. Write neatly and legibly.

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QUESTION 1

Read the scenario below and answer the questions.

Mrs Molomo manages a guesthouse in Queenstown called Molomo's Rest. Her target market includes local and overseas visitors. The establishment offers accommodation, transport and catering services for guests. Mrs Molomo is the sole owner of the business and she deals with management functions such as planning, marketing, organising and control.

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 Quality control is a production-management function.

1.1.2 Procurement management involves dealing with suppliers of goods.

1.1.3 Public-relation management involves liaising with guests and staff.

1.1.4 Coordination is the process of comparing actual performance with set goals.

1.1.5 A grievance procedure is a downward-communication method.

1.1.6 The Basic Conditions of Employment Act makes provision for minimum wages in certain industries.

1.1.7 The requirements for a job, such as experience level, are part of a job description.

1.1.8 Evaluating a kitchen cook preparing a dish is a skills test.

1.1.9 Work study can improve the design of work equipment.

1.1.10 Therblig symbols are used in work measurement.

(10 × 2) (20)

1.2 Define each of the following terms:

1.2.1 Productivity

1.2.2 Marketing management

1.2.3 Financial management

1.2.4 Performance evaluation

1.2.5 Open system in business

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1.2.6 Labour relations

1.2.7 Induction process

(7 × 2) (14)

1.3 Briefly differentiate between a *disciplinary procedure* and a *grievance procedure*. (3 + 3) (6)

1.4 Choose an example from COLUMN B that matches the type of marketing-mix element in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.4.1	Target market	A	R650 per person per day
1.4.2	Promotions	B	overseas tourists
1.4.3	Product/Service	C	website advertisements
1.4.4	Price	D	Queenstown area
1.4.5	Place	E	comfortable
		F	accommodation

(5 × 2) (10)

[50]

QUESTION 2

2.1 Briefly describe each of the following procedures for dealing with disputes:

2.1.1 Mediation

2.1.2 Arbitration

(2 × 6) (12)

2.2 Mrs Molomo receives a complaint from the first cook that the cleaner is not doing her work properly.

Briefly explain the FOUR steps Mrs Molomo should follow to manage this conflict situation. (4 × 2) (8)

2.3 Mrs Molomo must compile a job description for a first cook. It must include the given job criteria with clear descriptions of each applicable to the guesthouse.

Write down the question number and the description next to each criterion in the ANSWER BOOK as shown below:

JOB DESCRIPTION			
2.3.1	Job title		(1)
2.3.2	Workplace		(2)
2.3.3	FOUR specific daily tasks		(4)
2.3.4	TWO possible hazards		(2)
2.3.5	Supervision		(1)

2.4 2.4.1 Define *job analysis*. (2)

2.4.2 Name FOUR areas Mrs Molomo can focus on for the task analysis of the first cook's job. (4)

2.5 Briefly differentiate between *work study* and *method study*. (3 + 3) (6)

2.6 Briefly describe the aim of work measurement for a business. (4)

2.7 List FOUR techniques that can be used for method study and work measurement. (4)

[50]

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QUESTION 3

3.1 Describe FIVE principles of motion economy in food preparation. (5 × 2) (10)

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

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

3.3.1 Halo effect (2)

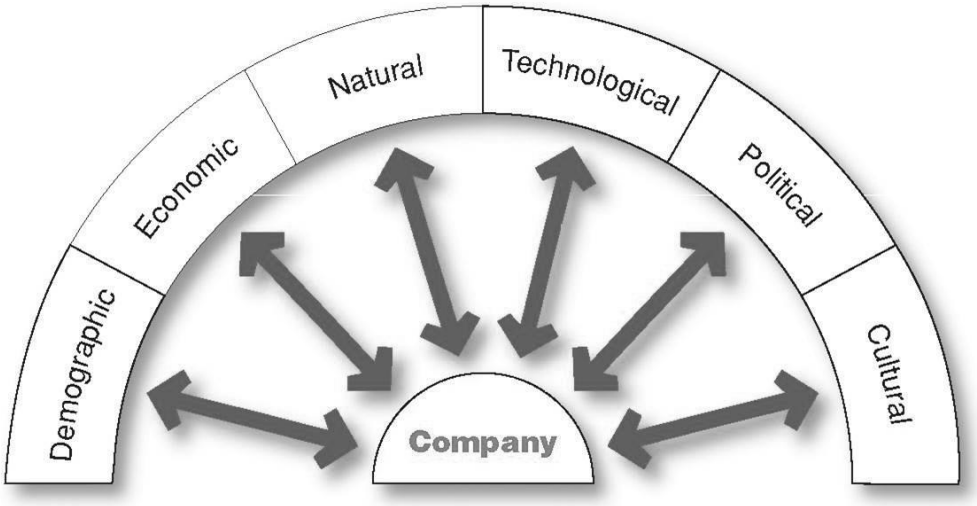
3.3.2 Differences between assessors (3 × 2) (6)

3.4 The guesthouse functions in a micro- and macro-environment.

List FOUR elements of the micro-environment that Mrs Molomo should focus on at her guesthouse. (4)

3.5 Study the diagram of the macro-environment variables of the guesthouse below.

Describe, with suitable examples, how each of the SIX macro-environment variables can impact the guesthouse.



(6 × 2) (12)

3.6 Give THREE reasons why Mrs Molomo should identify a specific target market for her business. (3 × 2) (6)

[50]

QUESTION 4

4.1 Briefly describe FOUR suitable downward-communication methods Mrs Molomo can use at the guesthouse to communicate with her staff. (4 × 2) (8)

4.2 Give FOUR reasons why the kitchen supervisor should perform control functions in the kitchen. (4 × 2) (8)

4.3 Define a *meal pattern*. (2)

4.4 Give an example of a meal pattern for one day that the kitchen supervisor should plan. (3 × 2) (6)

4.5 Describe FIVE factors that will influence the meal and menu planning at the guesthouse. (5 × 2) (10)

4.6 The kitchen supervisor must ensure that she/he uses the best suppliers for the guesthouse.

Briefly describe the THREE main criteria that should be considered when selecting suppliers. (3 × 2) (6)

4.7 List SIX factors that can negatively impact control and food costs in the kitchen. (6)

4.8 Mrs Molomo needs to buy financial software for her computer that will be used to manage all the financial administration of the guesthouse.

Write down TWO software specifications needed to improve her business processes. (2 × 2) (4)

[50]

TOTAL: 200

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