higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

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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. Write neatly and legibly.

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SCENARIO

Mr Cupido is the general manager of a large restaurant at the Waterfront in Cape Town. He is responsible for managing the staff, promoting the restaurant and ensuring that high levels of productivity and good service is rendered.

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing 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 Placement refers to the introduction of new employees to the organisation.

1.1.2 The maintenance of staff takes place by means of labour relations.

1.1.3 Horizontal labour division is the division of employees in different departments.

1.1.4 Placing a job advertisement in the media is a form of internal recruitment.

1.1.5 A recognition agreement includes the grievance procedure.

1.1.6 Recruitment is the process by which the most suitable candidate is selected for a specific position.

1.1.7 Productivity is the measure of the input of resources in relation with the output of goods and services delivered in a business.

1.1.8 A process card uses Therbligs symbols to record the elements of a work task.

1.1.9 A performance test contains a list of effective and ineffective ways of conduct related to a position.

1.1.10 Performance evaluation is the measurement of the time it takes a trained and skilled employee to perform a specific task in a specific work environment.

(10 × 2) (20)

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1.2 Give a clear description of the following concepts:

1.2.1 Marketing as a business function

1.2.2 Production management

1.2.3 The micro-environment of a restaurant

1.2.4 Meal plan

1.2.5 Meal pattern

1.2.6 Master budget

1.2.7 Cost plus profit as a price setting method

1.2.8 Job specification

1.2.9 Fixed costs

1.2.10 Application software

(10 × 2) (20)

1.3 Choose a description from COLUMN B that matches a term in COLUMN A. Write only 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	Market segmentation	A	interests and opinions of a target market
1.3.2	Demographic segmentation	B	relates to preferences and buying behaviour
1.3.3	Psychographic segmentation	C	age, gender and income of a target market
1.3.4	Product-related segmentation	D	location of a target market
1.3.5	Geographic segmentation	E	identify small groups within a large market
		F	customers who buy a company's products

(5 × 2) (10)

[50]

QUESTION 2

2.1 List SIX main resources of the restaurant as a business. (6)

2.2 Identify the flow of communication in the restaurant in each of the following scenarios:

2.2.1 An employee informing a superior of his grievance

2.2.2 Two waiters discussing their shifts at the restaurant

2.2.3 The bookkeeper liaising with different departments regarding finances

2.2.4 A waiter spreading a rumour that the restaurant is closing

(4 × 1) (4)

2.3 Describe the following procedures that can be used to handle disputes:

2.3.1 Mediation

2.3.2 Arbitration

(2 × 5) (10)

2.4 Briefly describe SIX principles for a disciplinary procedure. (6)

2.5 Name FOUR disciplinary actions or remedies that management can take when an employee's conduct does not adhere to business standards. (4)

2.6 Define a *job analysis.* (2)

2.7 Briefly describe how a job analysis can be used for the following:

2.7.1 Manpower planning (3)

2.7.2 Safety and health (2 × 3) (6)

2.8 Identify FIVE elements from the list below that belong in a job description:

- Level of experience
- Job title
- Summary of duties and tasks
- Physical requirements
- Scope of authority or reporting structure
- Type of equipment or technology used
- Communication skills
- Possible job hazards (5)

2.9 Describe the purpose of work study in the workplace. (4)

[50]

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QUESTION 3

3.1 Describe FIVE principles of motion economy to improve productivity. (5 × 2) (10)

3.2 Describe the FIVE steps of method study. (5 × 2) (10)

3.3 Briefly describe FOUR objectives of performance evaluation. (4)

3.4 Mr Cupido is the manager of a restaurant in the Waterfront in Cape Town. He is responsible for the marketing and general management of the restaurant.

3.4.1 Give a clear description of the 4 Ps of the marketing mix. (4 + 4) (8)

3.4.2 Give a suitable example of each of the 4 Ps relating to the restaurant. (4 × 2) (8)

3.5 Briefly describe the impact of the following macro-environment factors on the restaurant with the aid of suitable examples:

3.5.1 Technological environment

3.5.2 Social environment

3.5.3 Physical environment

3.5.4 Economic environment

3.5.5 International environment

(5 × 2) (10)
[50]

QUESTION 4

4.1 Describe FIVE reasons why effective communication in the restaurant is important. (5 × 2) (10)

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

4.3 Explain FIVE guidelines for portion control to the kitchen staff. (5 × 2) (10)

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4.4 Briefly describe the following purchasing methods:

4.4.1 Open market system

4.4.2 Tender system

4.4.3 Co-operative system

4.4.4 Cost-plus system

4.4.5 Centralised system

(5 × 2) (10)

4.5 Briefly describe Management by Objectives (MBO). (4)

4.6 List SIX shortcomings of performance evaluation. (6)

[50]

TOTAL: 200

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