

higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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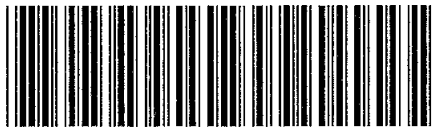
NATIONAL CERTIFICATE

APPLIED MANAGEMENT N4

(4090594)

14 June 2018 (X-Paper)
09:00–12:00

This question paper consists of 6 pages.



APPLIMANN4

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
APPLIED MANAGEMENT N4
TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Number the answers correctly according to the numbering system used in this question paper.
 4. Write neatly and legibly.
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QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK.

1.1.1 ONE of the following is NOT an internal method of communication in an organisation:

- A Relationship with the government
- B Seminars
- C Notice boards
- D House journals

1.1.2 A technique that can be used to improve coordination:

- A Integration
- B Poor relations
- C Authority structure
- D Harmonising

1.1.3 Typical long-term objectives of an organisation include ONE of the following:

- A Programming
- B Forecasting
- C Increasing productivity
- D Budgets

1.1.4 Deciding in advance what to do, how to do it, when to do it, and by whom it must be done is referred to as ...

- A organising.
- B planning.
- C leading.
- D management.

1.1.5 ONE of the following principles is used in planning:

- A Planning done as long ahead as possible
- B Imagination
- C Sound decision making
- D Future perspective

(5 × 2) (10)

1.2 Explain the following terms:

1.2.1 Café

1.2.2 Innovation

- 1.2.3 Process
- 1.2.4 Noncommercial sector
- 1.2.5 Short-term planning
- 1.2.6 Proactive planning
- 1.2.7 Control
- 1.2.8 Coordination
- 1.2.9 Control
- 1.2.10 Productivity standards
- 1.2.11 Standing limits or boundaries
- 1.2.12 Management by objectives
- 1.2.13 Marketing standards
- 1.2.14 Grapevine
- 1.2.15 Job depth

(15 × 2) (30)

1.4 Choose a term from COLUMN B that matches the description in COLUMN A. Write only the letter (A–H) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B
1.3.1	Enterprise belonging to one person	A partnership B sole ownership
1.3.2	Legal entity – all business is conducted under one name	C close cooperation D company
1.3.3	Two or less than twenty people investing in the organisation	E expert authority F legal authority
1.3.4	Based on superior knowledge or skills regarding a specific task	G policy H rules
1.3.5	Broad guideline for programmed decisions	

(5 × 2) (10)

TOTAL SECTION A: 50

SECTION B**QUESTION 2**

Planning is a management function. Without planning an organisation will be disorganised and it would be extremely difficult to guide subordinates and explain future directives.

- 2.1 Give SIX reasons why planning is necessary. (12)
- 2.2 Discuss the characteristics of strategic planning. (14)
- 2.3 Give FOUR steps in operational planning (4)
- 2.4 Explain the factors influencing organising in an enterprise. (10)
- 2.5 Name FIVE factors that influence the span of control in an organisation. (5)
- 2.6 Give the advantages of centralising organisational functions. (5)
- [50]**

QUESTION 3

- 3.1 Name and describe any FIVE leadership styles. (10)
- 3.2 Give TWO advantages of listening skills which are important in communication. (2)
- 3.3 Explain *vertical division of labour* and how it works. (2)
- 3.4 List SIX factors that can inhibit coordination. (12)
- 3.5 3.5.1 What are *resources*? (2)
- 3.5.2 Give one practical example of a resource. (1)
- 3.6 Discuss the characteristics of an ideal leader. (10)
- 3.7 Explain the following key performance areas of control in an organisation:
- 3.7.1 Physical resources
- 3.7.2 Human resources
- 3.7.3 Information resources
- 3.7.4 Financial resources
- (4 × 2) (8)
- 3.8 Explain how you can set priorities in order to make firm decisions during the formulation of a budget. (3)
- [50]**

QUESTION 4

- 4.1 Management needs to guard against a number of negative influences regarding control.
Name and describe SIX aspects that can negatively influence control in an organisation. (12)
- 4.2 Internal and external theft should be prevented in an organisation as it lowers the profits.
Give FOUR control measures that can be put in place to control theft. (4)
- 4.3 A hospitality establishment such as a hotel consists of different sections.
Name FOUR sections and their secondary objectives. (8)
- 4.4 Distinguish between *interpersonal communication* and *organisational communication*. (4)
- 4.5 Give THREE ways in which you can satisfy your client's needs in terms of presentation of food or service rendered in a hotel. (3)
- 4.6 Name FIVE human resources in a hospitality industry and give ONE responsibility of each of the resources. (10)
- 4.7 Briefly describe what a guesthouse is. (5)
- 4.8 List THREE types of stock costs. (3)
- 4.9 Explain *directing* as part of leadership. (1)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200