N40(E)(J12)H
JUNE 2012

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

12 June (Y-Paper)
13:00 – 16:00

This question paper consists of 7 pages.

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. Start each question on a NEW page.

4. Answer ALL the questions within the practical context of the given situation.

5. Carefully consider the mark allocation in the question paper.

6. Number the answers correctly according to the numbering system used in this question paper.

7. Write neatly and legibly.

QUESTION 1

1.1 You are the manager of a private training college in Cape Town. You are responsible for various management functions at the college.

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 Public relations focus on the promotion of sales in the college.

1.1.2 Financial management includes setting up budgets.

1.1.3 Induction deals with the placement of a suitable candidate in a specific position.

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

1.1.5 A grapevine is an official system of communication at the college.

1.1.6 A grievance procedure is a form of downward communication.

1.1.7 Technical skills refer to the ability to work effectively with people.

1.1.8 A code of ethics refers to the professional standard of conduct at an institution.

1.1.9 The Labour Relations Act makes provision for the registration of trade unions.

1.1.10 A principle of a disciplinary procedure is that an employee has a right of appeal.

(10 x 2) (20)

1.2   Describe each of the following terms and give an example of each. Write the answer next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

    1.2.1   Conceptual skills

    1.2.2   TWO demographic segmentation factors

    1.2.3   Systems approach

    1.2.4   TWO economic environmental variables

    1.2.5   Function and practical example of a skills test at the college (5 x 2)   (10)

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   Communication takes place on the same level within the college.

    1.3.2   The Act stipulates regulations for a safe and healthy work environment.

    1.3.3   The procedure at the college that the management can use to deal with poor work performance of staff members.

    1.3.4   A costing method that multiplies the raw food cost with a pre-set factor.

    1.3.5   A specific group of people that is most likely to use the training services offered by the college.   (5 x 2)   (10)

1.4 Choose a description from COLUMN B that matches the term 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 Critical incident	A	manager and employee work together to set specific goals
1.4.2 Management by objectives	B	evaluate workers' performance on a set criteria scale
1.4.3 Rating forms		
1.4.4 Performance test	C	list of effective and ineffective conduct related to a specific position
1.4.5 Report	D	document compiled by the manager about an employee's strengths and weaknesses
	E	simulated work environment where workers must perform specific tasks

(5 x 2)   (10)
[50]

QUESTION 2

2.1 Explain the following within the practical context of the college:

2.1.1 THREE levels of management   (3)

2.1.2 Responsible staff member/s on each level   (3)

2.1.3 Specific function or task of responsible staff member/s on each level
(3 x 2)   (6)

2.2 Describe the communication process by illustrating the EIGHT communication elements by means of a realistic communication incident between staff and students at the college.
(8 x 2)   (16)

2.3 Describe SIX uses of job analysis.
(6 x 2)   (12)

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2.4   Choose a description from COLUMN B that matches the term in COLUMN A. Write only the letter (A – E) next to the question number (2.4.1 – 2.4.5) in the ANSWER BOOK.

	COLUMN A		COLUMN B
2.4.1	Motivation	A	a letter of dismissal to an employee
2.4.2	Negative discipline	B	use of a suggestion system to recommended improvements
2.4.3	Upward communication		
2.4.4	Downward communication	C	rumours about theft committed by an employee
2.4.5	Informal communication	D	a warning or punishment to serve as a deterrent
		E	internal drive regulating actions and behaviour

(5 x 2)   (10)
                       [50]

QUESTION 3

3.1   Compile a job advertisement for a kitchen cook at the college hostel. Include SIX main criteria required by this specific job description in the job advertisement.   (6 x 2)   (12)

3.2   Describe SIX principles of motion economy that would help kitchen staff to be more effective when performing daily tasks.   (6 x 2)   (12)

3.3   List SIX shortcomings or problems regarding personnel evaluation techniques.   (6)

3.4   Explain marketing under the following headings:

       3.4.1   FOUR common marketing mistakes made by marketers   (4)

       3.4.2   FOUR elements of the marketing mix for the college   (4)

       3.4.3   TWO marketing methods the college can use to create awareness of college courses   (2)

3.5   Describe any FIVE macro-environment variables with an example of each that can influence the college and its activities.   (5 x 2)   (10)
                                                                         [50]

QUESTION 4

4.1 Describe the FIVE steps of method study. (5 x 2) (10)

4.2 Describe FIVE factors that can influence meal and menu planning. (5 x 2) (10)

4.3 Describe SIX guidelines for portion control. (6 x 2) (12)

4.4 Distinguish between the TWO types of stock-taking methods. (2 x 2) (4)

4.5 Explain the THREE re-order levels required for ordering stock. (3 x 2) (6)

4.6 Name FOUR types of budgets the manager will need to compile. (4)

4.7 What does the acronym AIDA in advertising terms mean? (4)

[50]

TOTAL: 200