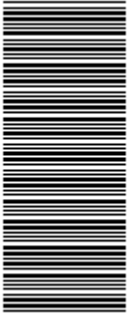


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

2 December 2015 (X-Paper)
9:00–12:00

This question paper consists of 6 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. 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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QUESTION 1

You are the new manager of a guesthouse in Knysna and are responsible for various management and staff functions.

1.1 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 Production management entails the sales of accommodation at the guesthouse.
- 1.1.2 Leadership is the process of leading people to achieve objectives.
- 1.1.3 Induction deals with the placement of a suitable candidate in a specific position.
- 1.1.4 A negative attitude is an external barrier to communication.
- 1.1.5 Facial expressions are a form of non-verbal communication.
- 1.1.6 A grievance system is an example of upward communication.
- 1.1.7 A process card makes use of Therbligs symbols.
- 1.1.8 The marketing mix refers to the demographics of the target market.
- 1.1.9 The political environment is an internal variable in the business environment.
- 1.1.10 Portion control is the consistency of the quality and quantity of food served.

(10 x 2) (20)

1.2 Explain the following terms:

- 1.2.1 Factor price setting method
- 1.2.2 Open-market system as a purchasing method
- 1.2.3 Ethical standards
- 1.2.4 The concept of productivity
- 1.2.5 Consumerism as a variable in the social macro environment

(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 The process of getting things done through people and resources in a business

1.3.2 The interpersonal role the manager fulfils when he/she functions on an internal and external level on behalf of the business

1.3.3 The element when a receiver changes the message into meaningful information during the communication process

1.3.4 An unofficial communication method based on hearsay and rumours

1.3.5 The overall financial budget that includes ALL the other budgets of the business

(5 x 2) (10)

1.4 Choose a description from COLUMN B that matches an item 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	Overloading barrier	A	using difficult terminology
1.4.2	Language differences	B	upward or downward communication
1.4.3	Prejudice	C	horisontal communication
1.4.4	Vertical messages	D	too many messages
1.4.5	Meeting between financial managers in same business	E	negative attitude towards females

(5 x 2) (10)
[50]

QUESTION 2

- 2.1 Answer the following within the practical context of the guesthouse:
- 2.1.1 Give FIVE reasons for good planning. (5 x 2) (10)
- 2.1.2 Describe the SIX M-resources of the guesthouse with suitable examples of each. (6 + 6) (12)
- 2.2 Describe FOUR objectives of trade unions. (4 x 2) (8)
- 2.3 Briefly describe TWO reasons why employees join trade unions. (2 x 2) (4)
- 2.4 Name any SIX areas covered by the Basic Conditions of Employment Act. (6)
- 2.5 Describe FIVE uses of job analysis. (5 x 2) (10)
- [50]**

QUESTION 3

- 3.1 Name the FIVE elements required for a job description. (5)
- 3.2 Describe FIVE motion economic principles to ensure task efficiency in the kitchen. (5 x 2) (10)
- 3.3 Explain how you will deal with the following FOUR environmental factors to improve productivity in the kitchen:
- 3.3.1 Temperature
- 3.3.2 Air ventilation or circulation
- 3.3.3 Odour control
- 3.3.4 Air purification or air filtration (4 x 2) (8)
- 3.4 Briefly describe the best suitable lighting distribution for the kitchen area and the dining room area of the guesthouse. (4)
- 3.5 The guesthouse needs to do marketing in order to draw customers to their business.
- Write the FOUR elements of the marketing mix and give a suitable example of each element in the context of the guesthouse. (4 + 4) (8)
- 3.6 Describe the FIVE steps of method study. (5 x 2) (10)
- 3.7 Name any FIVE techniques used for method study and work measurement. (5)
- [50]**

QUESTION 4

4.1 You need to evaluate the skills of the receptionist to see if she is meeting job requirements.

Explain, with practical examples, how you will evaluate her skills based on the following personnel evaluation aspects/criteria:

4.1.1	TWO technical skills of a good receptionist	(2 x 2)	(4)
4.1.2	THREE personal skills of a good receptionist	(3 x 2)	(6)
4.1.3	Clearly explain what is meant by management by objectives (MBO) to the receptionist.	(2 x 2)	(4)
4.1.4	Create THREE practical objectives (work areas) the receptionist can improve upon.	(3 x 2)	(6)
4.1.5	As a new manager you mostly tend to give all staff members an average score during personnel evaluation.		
	What is this personnel evaluation shortcoming called?		(2)
4.2	What is the objective of marketing for the guesthouse?		(2)
4.3	Advertisements should adhere to the AIDA principle.		
	Briefly outline what this means in the context of the guesthouse and give your own practical examples.	(4 x 3)	(12)
4.4	Write down the steps when receiving stock from suppliers.	(7 x 2)	(14)
			[50]
		TOTAL:	200