



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION

NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

22 June 2015 (Y-Paper)
13:00–16:00

This question paper consists of 6 pages.

GENERAL STUDIES

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. Answer ALL the questions within the practical context of the given situation.
 5. Carefully consider the mark allocation in the question paper.
 6. Start each question on a NEW page.
 7. Write neatly and legibly.
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QUESTION 1

You are the manager of a guest house in Port Elizabeth and are responsible for various management functions at the guest house.

- 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 Planning forms the basis and starting point of all management tasks.
- 1.1.2 Leading is a process of influencing people to ensure the achievement of goals.
- 1.1.3 Negative discipline includes a warning and/or punishment to reprimand staff.
- 1.1.4 The spokesperson function of the manager is an information role.
- 1.1.5 Internal communication refers to communication with, for example, suppliers.
- 1.1.6 Computers contain certain hardware and software for programming.
- 1.1.7 The Wage Act promotes a safe and healthy workplace.
- 1.1.8 Intimidation actions of an employee at work can lead to the immediate dismissal.
- 1.1.9 The job title forms part of the job specification.
- 1.1.10 The mission and goals of the guest house are macro environmental variables.
- (10 × 2) (20)
- 1.2 Give a clear definition of each of the following. Write only the definition and/or example next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.
- 1.2.1 An open system
- 1.2.2 Ethical conduct
- 1.2.3 Capital budget
- 1.2.4 Meal pattern
- 1.2.5 Meal plan
- 1.2.6 Geographic segmentation

- 1.2.7 Generalisation as a shortcoming in personnel evaluation
- 1.2.8 Chronocyclograph
- 1.2.9 Induction process
- 1.2.10 Collective bargaining (10 × 2) (20)
- 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 Management function responsible for dealing with the purchases of raw materials for production
- 1.3.2 It refers to a skill of a manager to be able to motivate and lead staff
- 1.3.3 This communication can move upward or downward in the guest house
- 1.3.4 The stock level quantity when the cook needs to place a new order with a supplier
- 1.3.5 The manager and employee work together to set goals for the employee to achieve (5 × 2) (10)
- [50]**

QUESTION 2

- 2.1 Describe FIVE communication barriers that can occur between staff members. (5 × 2) (10)
- 2.2 Briefly describe FIVE requirements for effective communication. (5 × 2) (10)
- 2.3 Name FIVE basic conditions that are included in the Basic Conditions of Employment Act. (5)
- 2.4 Explain mediation as a procedure to solve a problem or dispute at work. (5)
- 2.5 Describe the concept of job analysis and name the TWO documents in a job analysis. (5)
- 2.6 Name FIVE external methods that can be used to recruit staff for the guest house. (5)

- 2.7 Choose a description from COLUMN B that matches a/an word/item in COLUMN A. Write only the letter (A–E) next to the question number (2.7.1–2.7.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.7.1	Intelligence test	A	determines characteristics like leadership
2.7.2	Aptitude test	B	evaluates ability to prepare a dish
2.7.3	Personality test	C	determines mental abilities
2.7.4	Interest test	D	determines manual or mathematical skills
2.7.5	Skills test	E	personal interests and preferences

(5 × 2)

(10)
[50]**QUESTION 3**

- 3.1 Describe the THREE types of work contracts regarding to the conditions and the specific rights of the employee and the employer. (10)
- 3.2 3.2.1 Briefly describe the aim of work measurement at the workplace. (4)
- 3.2.2 Name SIX techniques that can be used for work measurement at the guest house. (6)
- 3.3 3.3.1 Explain why it is important to have proper lighting in the kitchen. (2)
- 3.3.2 Describe FOUR factors that need to be considered regarding proper lighting. (2 × 4) (8)
- 3.4 Describe the FOUR elements of the marketing mix and give a suitable example of each in the context of the guest house. (4 + 4) (8)
- 3.5 Describe SIX principles of motion economy that the kitchen cook can apply in his/her work. (6 × 2) (12)
[50]

QUESTION 4

- 4.1 Explain SIX performance evaluation techniques the manager can use to evaluate staff at the guest house. (6 × 2) (12)
- 4.2 State FOUR marketing objectives for hospitality services. (4 × 2) (8)
- 4.3 Describe the potential target market of the guest house in Port Elizabeth. (2)
- 4.4 The guest house wants to make new customers aware of their buffet lunches on Sundays.
Design a newspaper advertisement in your ANSWER BOOK that adheres to the AIDA principle in order to advertise their special Sunday buffet lunch to potential customers. (8)
- 4.5 Define and describe FIVE macro environment variables with examples that can influence the guest house. (5 × 2) (10)
- 4.6 Briefly describe SEVEN steps when the kitchen cook receives stock for the kitchen. (7)
- 4.7 Identify THREE categories of fixed costs for the guest house. (3)
- [50]**
- TOTAL: 200**