



higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE

APPLIED MANAGEMENT N6

(4090576)

22 November (Y-Paper)
13:00 – 16:00

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

You are the manager of a medium-sized hotel in Pretoria. You are responsible for various management functions at the hotel.

- 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 Freedom of association means that management can decide to which union a staff member can belong.
- 1.1.2 Human resources management includes setting up cash flow projections.
- 1.1.3 An advertisement in the media is an example of external communication.
- 1.1.4 The Internet is an example of electronic communication.
- 1.1.5 Diagonal communication takes place around the organisational structure.
- 1.1.6 Being in possession of drugs on the work premises can lead to immediate dismissal termination of duty.
- 1.1.7 The selection process introduces new employees to their workplace and the staff.
- 1.1.8 Productivity measures resources input versus services and products output.
- 1.1.9 Therblig symbols are used in micro-movement studies.
- 1.1.10 Formal personnel evaluation is done in a casual and unsystematic way. (10 × 2) (20)
- 1.2 Give a suitable and complete description for each of the following concepts listed below. Write the description and give an example next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK:
- 1.2.1 Consumerism
- 1.2.2 Content of a food cost report
- 1.2.3 Minimum stock level
- 1.2.4 TWO physical environmental variables
- 1.2.5 Standardised recipes (5 × 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 purchasing system that takes place through agents and wholesalers.
- 1.3.2 This Act provides guidance for workers in the case of contracting work-related diseases at the workplace.
- 1.3.3 A shortcoming when an evaluator is inclined to allot all the workers an average score during personnel evaluation.
- 1.3.4 This management function promotes the direct sales of the services of the hotel.
- 1.3.5 The management level that is responsible for the overall strategic functions of the hotel. (5 × 2) (10)
- 1.4 Choose a description from COLUMN B that matches a word/phrase 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	Financial task	A bake 500 pastries for a function
1.4.2	Human resources task	B print registration forms for guests
1.4.3	Public relations task	C compile a budget
1.4.4	Administration task	D organise a charity event to gain publicity
1.4.5	Production task	E recruit suitable kitchen staff

(5 × 2)

(10)
[50]

QUESTION 2

- 2.1 Explain the following within the practical context of the hotel:
- 2.1.1 The 6-M resources with a practical example of each for the hotel
(6 + 6) (12)
- 2.1.2 FOUR reasons why sound management planning is very important for the hotel
(4 x 2) (8)
- 2.2 Briefly explain the communication process by referring to the EIGHT elements. (8)
- 2.3 Describe any FIVE barriers that can cause problems during communication.
(5 x 2) (10)
- 2.4 State FOUR elements that should be included in a recognition agreement between an employer and a trade union. (4)
- 2.5 State EIGHT elements of a general job description. (8)
- [50]**

QUESTION 3

- 3.1 Explain FIVE types of tests that can be used for the intensive selection of new staff.
(5 x 2) (10)
- 3.2 Explain SIX shortcomings or problems regarding personnel evaluation techniques.
(6 x 2) (12)
- 3.3 Explain FOUR factors that need to be taken into consideration regarding proper lighting at the hotel reception and other areas.
(4 x 2) (8)
- 3.4 Explain the THREE procedures of method study by using a suitable example. (10)
- 3.5 Describe FIVE specific reasons why personnel evaluation of hotel employees should be performed by management.
(5 x 2) (10)
- [50]**

QUESTION 4

- 4.1 Answer the following questions regarding marketing activities of the hotel:
- 4.1.1 What is a *target market*? (4)
- 4.1.2 Describe FOUR elements of a marketing mix of the hotel with examples. (4 + 4) (8)
- 4.2 With the aid of examples, describe any FOUR internal micro-environmental factors that can influence the functioning of the hotel. (4 + 4) (8)
- 4.3 Define the difference between a *meal plan* and a *meal pattern*. (6)
- 4.4 Which FOUR strategic resources or points must a manager control at the hotel to ensure that the hotel can operate successfully? (4)
- 4.5 Describe FIVE guidelines for portion control to be used in the hotel kitchen. (5 × 2) (10)
- 4.6 Briefly explain the SEVEN procedures that the receiving clerk must follow when receiving new stock from suppliers. (7)
- 4.7 Name any THREE types of budgets the hotel manager must compile and control. (3)
- [50]**
- TOTAL: 200**