



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

PERSONAL ASSISTANCE NQF LEVEL 4

(3061044)

**12 March 2019 (Y-Paper)
13:00–16:00**

A nonprogrammable calculator may be used.

This question paper consists of 13 pages.

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. Write neatly and legibly.
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SECTION A**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 (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 ... is one of the things that determine levels of material productivity

- A leadership.
- B wastage.
- C planned maintenance.
- D education.

1.1.2 A/An ... plan sets out the objectives and plans of a specific business.

- A action
- B business
- C operational
- D contingency

1.1.3 If a ... dies the business will dissolve and must be reformed.

- A shareholder
- B partner
- C sole proprietor
- D member

1.1.4 ... is/are an output factor productivity.

- A Material
- B Capital
- C Goods
- D Labour

1.1.5 ... set(s) out how objectives will be achieved so that there is an improvement in the business.

- A Planning
- B Motivation
- C Controlling
- D Employment relations

- 1.1.6 ... involves recording a customer complaint to avoid reoccurrences in the future.
- A Documenting
 - B Paraphrasing
 - C Lodging
 - D Reporting
- 1.1.7 The role of the ... in improving single-factor productivity would be to encourage co-operation between labour and management.
- A employer
 - B employee
 - C unions
 - D government
- 1.1.8 If a member swears or uses insulting language in a meeting, a ... can be raised by any member.
- A protocol
 - B point of order
 - C motion
 - D call to order
- 1.1.9 When dealing with customer complaints, staff can be empowered by ...
- A disregarding complaints.
 - B not listening to the customer.
 - C treating the customer impolitely.
 - D knowing the procedure to follow.
- 1.1.10 It is important to give the customer ... after resolving the complaint.
- A feedback
 - B paraphrasing
 - C call reports
 - D logbooks
- 1.1.11 A/An ... is when a member is against a motion put forward at a meeting.
- A counterproposal
 - B amendment
 - C vote
 - D notice

1.1.12 Dividing the target market based on customers' buying patterns is called ... segmentation.

- A geographic
- B psychographic
- C behavioural
- D demographic

1.1.13 The ... can be used to measure single-factor productivity.

- A output-input ratio
- B gross profit
- C equilibrium
- D net profit

1.1.14 A request for authorisation in the human resource department will NOT include the ...

- A qualifications.
- B experience.
- C cost of asset.
- D salary package.

1.1.15 A solution is when both customer and business are satisfied with the solution taken.

- A win-lose
- B lose-lose
- C lose-win
- D win-win

(15 × 1) (15)

1.2 Replace the words/phrases in brackets to make the following FALSE statements true. Write only the answer next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

- 1.2.1 (Grade C) customers buy in bulk.
- 1.2.2 (Physical resources) are the people needed to do a specific job so that the business can give customers a product/service.
- 1.2.3 Middle managers are responsible for (the strategic planning of the business).
- 1.2.4 (Raw material is) an output factor when measuring total-factor productivity.
- 1.2.5 The difference between gross profit and operating expenses in a business organisation is (cost of sales).
- 1.2.6 Maroepeng Solution Ltd consists of minimum (three) shareholders.
- 1.2.7 (Fixed costs) change with the output in production.
- 1.2.8 (Labour turnover) is a qualitative factor of productivity.
- 1.2.9 The (minutes are) the list of business items to be discussed at a meeting.
- 1.2.10 (Capital productivity) refers to the natural resources that are used to produce the output.

(10 × 1) (10)

- 1.3 Choose a word/term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–P) next to the question number (1.3.1–1.3.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Raw information collected during market research	A	production
1.3.2	Financial support given for an event	B	adjourn
1.3.3	Market segmentation according to customer lifestyles	C	teamwork
1.3.4	Finding creative solutions to a company's needs	D	demographic
1.3.5	A visual view of tasks planned over a certain period of time	E	production function
1.3.6	Managing inputs effectively and efficiently	F	secondary data
1.3.7	Working with colleagues to achieve a goal	G	sales promotion
1.3.8	To return a customer's money as a solution to a customer complaint	H	deadlock
1.3.9	The meeting will resume after the break	I	innovation
1.3.10	Information collected from the internet during market research	J	sustainability
1.3.11	Demonstration of a new product in shops	K	psychographic
1.3.12	... happens when voting in a meeting results in an equal number of votes for and against a proposal	L	refund
1.3.13	Market segmentation according to income	M	Gantt chart
1.3.14	The process of making goods using raw materials	N	sponsorship
1.3.15	The relationship in changes between inputs and outputs	O	primary data
		P	proxy

(15 × 1)

(15)

1.4 A company must implement and evaluate the effectiveness of actions to improve single-factor productivity.

Define the following terms:

1.4.1 Long-term planning

1.4.2 Targets

1.4.3 Medium-term planning

1.4.4 Contingencies

1.4.5 Short-term planning

(5 × 2) (10)
[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

Read the scenario below and answer the questions.

SCENARIO

Eco Earth (Pty) Ltd was cofounded by Joelle Pheto, John Joubert and Ravi Singh.

The aim of Eco Earth (Pty) Ltd is to be a driving and innovative force in the building industry that contributes to the sustainable development of the economy. Our construction team covers the commercial and retail sectors.

We are an eco-construction company using the rammed earth method of construction which is a method that was used to build the Great Wall of China. We build using locally sourced, eco-friendly and sustainable materials. We construct all our buildings with mud and granite chippings. By building with rammed earth we solve many problems on the continent. The materials we use are recyclable, eco-friendly and building with earth is 30-40% cheaper than conventional construction methods. Due to its labour intensity we create employment.

It is bulletproof, soundproof, termite-proof and it is free from chemicals and harmful toxins that its cement equivalent may have.



Adapted from <http://www.lionessesofafrica.com/blog/2018/5/5>

- 2.1 Refer to the above scenario and explain the following core values:
- 2.1.1 Capacity building
- 2.1.2 Environmental conservation (2 × 2) (4)
- 2.2 Give TWO examples of each the following:
- 2.2.1 Financial capital
- 2.2.2 Physical capital (2 × 2) (4)
- 2.3 Name THREE common measures of labour productivity input. (3 × 1) (3)
- 2.4 Give FOUR causes of low levels of labour productivity. (4 × 1) (4)
- 2.5 What type of ownership is Eco Earth (Pty) Ltd?
Motivate your answer. (1 + 2) (3)
- 2.6 Tabulate TWO advantages and TWO disadvantages of the type of ownership you mentioned in QUESTION 2.5. (2 × 2) (4)
- 2.7 Ravi is in charge of the building projects. Both teams, Siyazama and Fikile, have an equal number of employees who all work an eight-hour day. Each team was allocated building projects of similar size. Use the information below to calculate the productivity of each team. The average productivity in the industry is 15%.
- Team Siyazama completed 5 buildings in 40 weeks
 - Team Fikile completed 7 buildings in 42 weeks
- 2.7.1 Calculate the productivity rate of team Siyazama.
- 2.7.2 Calculate the productivity rate of team Fikile.
- 2.7.3 Which team was more productive? Motivate your answer. (3 × 2) (6)
- 2.8 How is Eco Earth (Pty) Ltd benefitting the environment and the economy? (2)

[30]

QUESTION 3

- 3.1 Jabulani Mthembu has been employed as a new production manager of Eco Earth (Pty) Ltd. He works with his employees to ensure the smooth running in the department. He sees himself as a mentor not a boss. He feels that by allowing employees to contribute to decision making will allow them to grow. Development of all staff is also important to the business. Employees are motivated and work hard to achieve the business' objectives.
- 3.1.1 What management style does Jabulani have? Motivate your answer. (1 + 2) (3)
- 3.1.2 Explain the FOUR roles Jabulani must fulfill as a manager. (4 × 2) (8)
- 3.1.3 Describe the *staff* and *line functions* for Eco Earth (Pty) Ltd. (2 × 2) (4)
- 3.1.4 Name THREE qualitative factors from the extract above that affect productivity. (3)
- 3.2 What are the characteristics of effective organisational objectives? (3)
- 3.3 Discuss the importance of having a business plan. (4 × 2) (8)
- 3.4 Name the line of authority from the management style you mentioned in QUESTION 3.1.1. (1)
- [30]**

QUESTION 4

- 4.1 Connie is the office administrator at Eco Earth (Pty) Ltd and must prepare for their monthly meeting. Items to be discussed include customer satisfaction and training where needed.
- 4.1.1 Tabulate the difference between *private meetings* and *public meetings*. (2)
- 4.1.2 Compile an agenda for the meeting. (10)
- 4.1.3 Why do you think that following meeting protocol is important? (3)
- 4.2 In the construction industry, you are constantly dealing with fluctuating costs, heavy competition and cyclical demands. The best way to keep your business on solid footing is by continually building relationships with new clients.
- 4.2.1 What are the most important reasons for contacting customers? (4)
- 4.2.2 How do you think the management of Eco Earth (Pty) Ltd can build partnerships with their customers? (3)

4.3 The following resources need to be purchased in the production department of Eco Earth (Pty) Ltd:

- Stationery
- Raw materials
- Machinery

Provide guidelines the business should consider when choosing suppliers. (4)

4.4 Labour is the second largest component of resources required by Eco Earth (Pty) Ltd.

Choose an item from the following list that matches each of the human resources below.

skilled labourers; unskilled labourers; professionals; managers

- 4.4.1 Contractors
- 4.4.2 Plumbers, masons
- 4.4.3 Architects, engineers
- 4.4.4 Construction workers/labourers

(4 × 1) (4)
[30]

QUESTION 5

5.1 The following posts are filled in the company:

- Personnel officer
- Project manager
- Accountant
- Marketing and sales manager
- Finance manager
- Site supervisors
- HR manager
- Workmen
- Managing director
- Admin manager

Use the information above to construct an organisational chart for Eco Earth (Pty) Ltd. (10 × 1) (10)

- 5.2 The marketing department wants to do research on how feasible it would be to start servicing the residential market.

Arrange the following steps in the proper order as steps that the marketing department can use.

1. Decide how to collect the research information.
2. Prepare and present a report.
3. Define the research objectives.
4. Collate, analyse and evaluate the raw data
5. Identify the target market and choose the sample size
6. Plan the research
7. Conduct the research

(7)

- 5.3 Under which sector of the economy does this business fall?

(1)

- 5.4 Give THREE factors that can affect capital productivity.

(3)

- 5.5 Explain how workplace safety can affect the organisational productivity of Eco Earth (Pty) Ltd.

(2)

- 5.6 What steps can Eco Earth (Pty) Ltd take to increase the productivity of their production department?

(3)

- 5.7 Describe FOUR causes of wastage that can affect the productivity of the business.

(4)

[30]

QUESTION 6

- 6.1 Study the cartoon below and answer the questions.



Yelp is a website that publishes reviews about local businesses.

6.1.1	What could be the possible reasons for this customer's complaint?	(4)
6.1.2	Which social media site did the customer use to make the complaint?	
	Explain how this impacts on the business' image.	(1 + 2) (3)
6.1.3	Compile FIVE guidelines that should be put in place when dealing with customer complaints in the company	(5)
6.1.4	Explain which method would have been the best method to give the customer feedback on this complaint.	(2)
6.2	Explain what effect low levels of material productivity will have on Eco Earth (Pty) Ltd.	(6)
6.3	Discuss the steps management can take to improve single-factor productivity.	(5)
6.4	Draw a diagram of the problem-solving cycle that can be used when dealing with contingencies and solutions.	(5)
		[30]
	TOTAL SECTION B:	150
	GRAND TOTAL:	200