



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism & Hospitality
<b>DEPARTMENT</b>	Hospitality Management
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Management skills 11/Hospitality Management 11
<b>MODULE CODE</b>	MNSO2Y2/HOS02Y2/HOM21-1
<b>SEMESTER</b>	1 and 2
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity November 2019

<b>ASSESSMENT DATE</b>	14/11/2019	<b>SESSION</b>	12:30-14:30
<b>ASSESSOR(S)</b>	Mr VE Ntimane		
<b>MODERATOR(S)</b>	Mr L Makoni		
<b>DURATION</b>	120 Minutes	<b>TOTAL MARKS</b>	110

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	5
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#### INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- **There are 6 questions. Answer all questions.**
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.

**SECTION A**

**MUTIPLE CHOICE [10 MARKS]**

**QUESTION 1: MARKETING**

**[5]**

Select the right answer for the following statements, and write the number of the correct statement on the answer sheet.

1.1. Before the Industrial Revolution, households were mainly:

- a) Reliant on inter-community trading
- b) Self sufficient
- c) Reliant on mass produced goods

1.2. Operation-oriented organisations tried to increase:

- a) the number and variety of products they produced
- b) the number of employees employed in the operations department
- c) the number of consumers in their identified target market

1.3. The four principles contained within the marketing concept are:

- a) All equally important
- b) All influence the application of the other
- c) Both a and b

1.4. The marketing concept directs all marketing decisions about:

- a) Products
- b) Distribution methods
- c) Both a and b

1.5. The four principles of the marketing concept are:

- a) Profitability, consumer orientation, social responsibility and organisational integration
  - b) Profitability, consumer orientation, social responsibility and organisational segregation
  - c) Profitability, consumer orientation, social cohesion and organisational integration
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**QUESTION 2: HUMAN RESOURCE MANAGEMENT**

**[5]**

Select the right answer for the following statements, and write the number of the correct statement on the answer sheet.

2.1 One of the activities of the human resource management function is to:

- a. Prepare a business plan for the company.
- b. Ensure a continuous flow of human resources to the business.
- c. See to the day to day running of the business.
- d. Pay everyone a decent wage.

2.2 The creation of any new job opportunity starts with:

- a. Determining the work that has to be done.
- b. Placing a person in a position and then training them.
- c. Employing people, and then determining who can be used in the business.
- d. Employing people because they need a job.

2.3 The responsibility for motivating an employee in the workplace lies with:

- a. The employer.
- b. The employee personally
- c. The HR department.
- d. All of the above

2.4 Performance management means:

- a. Giving an employee an increase.
- b. Making an employee work faster.
- c. Evaluating the ability of an employee.
- d. Giving the staff an increase in salary

2.5 An advantage of internal recruitment is:

- a. That the responsibility for employment will be carried by the employees
- b. That no advertising will need to be done
- c. Career planning becomes possible for employees
- d. None of the above.

**SECTION B**

**MARKETING [60 MARKS]**

**QUESTION 3**

**[34]**

- 3.1 Discuss three categories in which a market in a country can be divided into. (6)
- 3.2 Outline the difference between product obsolescence and product withdrawal (4)
- 3.3 Discuss the decision to extend the product range, using an example to illustrate how a hotel or restaurants may extend what is offering to the consumer. (5)
- 3.4 Discuss three (3) classification of consumer products based on consumer buying habits. (6)
- 3.5 Explain how a decision for a final price of product is determined. (3)
- 3.6. Discuss any five pricing strategies utilised by service providers. Explain why these strategy are utilised. (10)

**QUESTION 4**

**[26]**

- 4.1 Explain five alternatives of distribution channels a manufacturer can utilised to ensure that their products reach to consumer. A diagram can be used to explain these channels. (10)
- 4.2 Identify four types of retailers (not brand names) found in South Africa. (4)
- 4.3 List and discuss six element used for advertising. (12)

**SECTION C**

**HUMAN RESOURCES [40]**

**QUESTION 5**

**[22]**

As the HR manager of a hotel, you are expected to prepare for the employment of 10 waiters. Discuss how you could go about by focussing on the following headings:

- 5.1 Discuss four different phases in the human resource planning process. (4)
- 5.2 Identify the advantages of both internal and external recruitment practises. (10)
- 5.3 Different recruitment methods that you could utilised for the positions. (4)
- 5.4 Explain what human resource forecasting entails and further outline three factors to be considered when undertaking this activity. (4)

**QUESTION 6**

**[18]**

- 6.1 Explain three purpose of performance appraisal in the workplace (3)
- 6.2 What is the difference between intrinsic and extrinsic motivation? (2)
- 6.3 Briefly discuss what an induction process is and further outline benefits of an induction process. (4)
- 6.4 Explain the three needs theory of motivation by McClelland. (3)
- 6.5 Another way of keeping and motivating employees is by means of compensating them. Identify and provide examples of three types of compensations. (6)