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| <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<br>Management 11                  |
| <b>MODULE CODE</b>                                | MNSO2Y2/HOS02Y2/HOM21-1  |
| <b>SEMESTER</b>                                   | 1 and 2  |
| <b>ASSESSMENT OPPORTUNITY,<br/>MONTH AND YEAR</b> | Supplimentary Summative Assessment<br>Opportunity<br>December 2019 |

|                        |               |                    |     |
|------------------------|---------------|--------------------|-----|
| <b>ASSESSMENT DATE</b> | TBC           | <b>SESSION</b>     | TBC |
| <b>ASSESSOR(S)</b>     | Mr VE Ntimane |                    |     |
| <b>MODERATOR(S)</b>    | Mr L Makoni   |                    |     |
| <b>DURATION</b>        | 120 Minutes   | <b>TOTAL MARKS</b> | 100 |

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| <b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b> | 4 |
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### INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- **There are 4 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

### MULTIPLE CHOICE [20 MARKS]

#### QUESTION 1: MARKETING

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 distinguishing feature of publicity is:
- a) That the message to be conveyed should have a certain degree of news value for the audience
  - b) The message to be conveyed should have a certain degree of news value for the organisation
  - c) The message to be conveyed should include both positive and negative statements regarding the organisation
- 1.6. The four P's of the marketing mix relate to:
- a) Product, packaging, promotion, price
  - b) Product, planning, promotion, price
  - c) Product, place, promotion, price
- 1.7. A specific market offering is supposed to satisfy the needs of:
- a) One individual only
  - b) A whole group of consumers
  - c) The organisations marketing team
- 1.8. Consumer behaviour consists of:
- a) Covert processes and overt acts
  - b) Overt processes and covert acts
  - c) Neither a or b
- 1.9. A market consists of a relatively large number of people (or organisations) who:
- a) Have a need for a specific product and have the money to buy the product
  - b) Are willing to spend money on it and are legally able to buy the product.

- c) Both a and b

1.10. Consumers who are price sensitive can be:

- a) Persuaded to buy a product by means of small decreases in price
- b) Persuaded to buy a product by means of small increases in price
- c) Persuaded to buy a product by means of no change in price

[10]

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## **QUESTION 2: HUMAN RESOURCE MANAGEMENT**

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.

2.6 A labour market can be defined as:

- a. The social or geographical area from which a business draws its employees.
- b. An agency that sells the labour of people.
- c. Where employees are trained in basic skills to be employed.
- d. All of the above

2.7 Preliminary screening of employees means to:

- a. Compare the information on a CV with the job specification
- b. Compare the information on a CV with the job description
- c. Compare employees with each other
- d. Interview every applicant

2.8 Which of the following individuals are able to perform a job evaluation:

- a. Managers and supervisors
- b. Guests and clients
- c. Employees and peers
- d. All of the above

2.9 CTC means a:

- a. Monthly salary
- b. Pension
- c. Reward mix of pay, benefits and incentives
- d. Weekly wage

2.10 On-the-job training is:

- a. Done before the person starts working.
- b. Motivational as what is being learnt is relevant to the position.
- c. Expensive as outside trainers are used.
- d. None of the above

[10]

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## SECTION B

## MARKETING [40]

### QUESTION 3

[28]

The marketing concepts is the ethical code according to which the marketing tasks are performed. Four principle are contained and each are equally important and each one invariably influences the application of the other principles.

- 3.1 **Explain** the four principles of the marketing concepts and indicate how you could apply them within your Hospitality establishment (4×5=20)
- 3.2 **Outline** the benefits offered by the use of brand (5)
- 3.3 **Briefly discuss** the three phases of brand loyalty (3)
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**QUESTION 4** [12]

- 4.1 **Explain** the following terms:
- 4.1.1 Product withdrawal (2)
  - 4.1.2 Product obsolescence (2)
  - 4.1.3 Market segmentation (2)
  - 4.1.4 A multi-segment marketing approach (2)
  - 4.1.5 Leader pricing strategy (2)
  - 4.1.6 Intensive market coverage (2)
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**SECTION C** **HUMAN RESOURCES [40]**

**QUESTION 5** [40]

- 5.1 **Discuss** the role of an induction programme. (10)
- 5.2 **List and discuss** three (3) methods of job analysis. (10)
- 5.3 **Discuss** different recruitment methods you could utilise when filling a vacant position. (8)
- 5.4 **Discuss** and **explain** the different components of Maslow's hierarchy of needs. (12)