

**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

**OFFICE PRACTICE L4
NQF LEVEL 4**

NOVEMBER 2011

(3061014)

**1 November (Y-Paper)
13:00 – 16:00**

This question paper consists of 13 pages and a 4 page addenda.

TIME: 3 HOURS
MARKS: 200

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Start each question on a new page.
 4. Number the answers according to the numbering system used in this question paper.
 5. Write neatly and legibly.
 6. Write your examination number on all the Addenda and ensure you hand these in with your Answer book.
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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 extremely important in the process of presenting a successful event at your workplace.
- A Planning
 - B Evaluation
 - C Researching
 - D Designing
- 1.1.2 A ... answer will improve understanding and goodwill between people.
- A polite
 - B friendly
 - C tactful
 - D helpful
- 1.1.3 One of the advantages of ... information is that it can be retrieved easily by simply keying in the code of the desired information.
- A electronic
 - B captured
 - C decentralised
 - D recorded
- 1.1.4 A/an ... report gives an update on the amounts of shares and stocks that were sold.
- A memorandum
 - B annual
 - C stock
 - D progress
- 1.1.5 One of the financial documents that can be used to analyse the strengths and weaknesses of a business is referred to as the ...
- A income statement.
 - B balance sheet.
 - C cash receipts journal.
 - D cash payments journal.

- 1.1.6 In the ... step of compiling a report you are absolutely sure that all the technical and grammatical errors have been fixed.
- A editing
 - B revising
 - C printing
 - D drafting
- 1.1.7 The amount of income remaining after all expenses are deducted is known as ...
- A profit.
 - B loss.
 - C assets.
 - D liabilities.
- 1.1.8 ... are examples of events that gather people for structured communication sessions for the purpose of education and building relations.
- A Meetings
 - B Seminars
 - C Conferences
 - D Get togethers
- 1.1.9 Compulsory contributions that are deducted from an employee's salary to provide a monthly income after retirement are transferred to ...
- A staff funds.
 - B medical schemes.
 - C pension funds.
 - D scholar's funds.
- 1.1.10 Electronic information that can be printed to provide a written record is referred to as ... communication.
- A written
 - B telephone
 - C computer-based
 - D non-verbal
- 1.1.11 One of the advantages of ... is the ability to attach additional files.
- A postage
 - B courier
 - C e-mail
 - D delivery

- 1.1.12 Information like amounts due or a client's credit worthiness which may never be discussed with people outside the organisation, are referred to as ...
- A product knowledge.
 - B courtesy.
 - C accuracy.
 - D confidential.
- 1.1.13 The best way to promote products and services is to focus attention on the ...
- A features and benefits.
 - B price.
 - C profit margin.
 - D cost of manufacturing the article or rendering the service.
- 1.1.14 A person's approach to certain matters and priorities are determined by their ...
- A attitude.
 - B aptitude.
 - C occupation.
 - D intelligence.
- 1.1.15 Liquidation is a situation that arises when an organisation's ...
- A cash inflow is more than the cash outflow.
 - B cash inflow is equal to the cash outflow.
 - C cash flow statement is not done.
 - D cash outflow is more than the cash inflow. (15 x 1) (15)

- 1.2 Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A – O) next to the question number (1.2.1 – 1.2.15) in the ANSWER BOOK.

COLUMN A	COLUMN B
1.2.1 Always be on time for appointments.	A publicity
1.2.2 A positive attitude towards your customer is the most important part of building a relationship.	B tone
1.2.3 All information of a business is filed in the same way in one central area.	C net profit
1.2.4 It is a report by a consumer and is often more credible than advertising.	D outgoing mail
1.2.5 A person's ... of voice can give an immediate indication of his or her attitude.	E incident report
1.2.6 The amount that remains when all expenses such as taxation and interest have been deducted from the gross profit.	F rapport
1.2.7 New documents must be added without disturbing current document.	G centralisation
1.2.8 All correspondence that is received by clients outside the company.	H venue
1.2.9 Give information about a situation or incident that occurred at work in a structured manner.	I punch
1.2.10 This will include the site, buildings and immediate environment where the function will be held.	J flexibility
1.2.11 This device is used to make holes in documents to prepare them for filing.	K punctuality
1.2.12 An office machine that is used to destroy papers.	L clerk
1.2.13 A person or company that is paid to deliver parcels for and on behalf of the client.	M memorandum
1.2.14 Someone who keeps records or accounts in an office.	N shredder
1.2.15 A/an ... is commonly used method of communication within a business organisation.	O courier

(15 x 1)

(15)

1.3 Indicate whether the following statements are TRUE or FALSE. Write only 'true' or 'false' and an explanation for your answer next to the question number (1.3.1 – 1.3.10) in the ANSWER BOOK.

- 1.3.1 Examples of festivals include an Afrikaans music festival which is held to celebrate the Olympics Games.
- 1.3.2 Delivery is not part of speed services that are offered by the post office.
- 1.3.3 A stakeholder is a group of people, an organisation or association that has no interest in the success of an event.
- 1.3.4 Confidential documents must not be shredded and just thrown out.
- 1.3.5 The financial statements of your business organisation are drawn up at the beginning of the financial year.
- 1.3.6 E-mail is not internationally accessible.
- 1.3.7 Brainstorming is a widely known and unsuccessfully used technique, where groups interact and come up with creative ideas about specific topics.
- 1.3.8 A neat, clean and professional business appearance is not a necessity for a personal assistant.
- 1.3.9 The main focus of privately owned business organisations is to render a service or sell a product.
- 1.3.10 Feedback from customers after an event is important only in order to improve the quality of customer service. (10 x 2) (20)

TOTAL SECTION A: 50

SECTION B**QUESTION 2****FEEDBACK REPORT**

2.1 From 12-15 April 2011 you were attending a Business Communications Seminar for front-line staff organised by PRAID. The purpose of the seminar was to improve relationships between students and staff and to improve general business communication skills. You were instructed to compile a feedback report by the campus manager, Mr Joel Bones, as you have been sent as a representative of the FETCO.

The programme consisted of 2-3 hour sessions. Each session was divided into a 1-hour lecture, a practical workshop and practical group activities. Topics included: handling business phone calls, organising work and managing time, tips for getting on better with students.

All lectures were presented by qualified lecturers who also have extensive practical work experience. You were impressed with their professional business presentation skills and the way in which they managed to involve the audience in lectures. The training seminar was held at the Windsor Hotel in the conference hall rooms provided for this purpose. Stationery and refreshments were supplied and the course fee included a delicious breakfast and lunch on both days.

Evaluation was conducted continuously by means of oral work, assignments and case studies. On completion of the seminar each delegate received a certificate indicating their specific mark. In spite of a few logistical problems, the seminar was fun and delegates received the training they needed.

As a result of the success of the seminar it was recommended that all front-line staff at Ludia (FETCO) be given the opportunity to attend these professional and affordable alternative in-house, lunch-hour training sessions in future.

(The report was written by you after 15 April 2011).

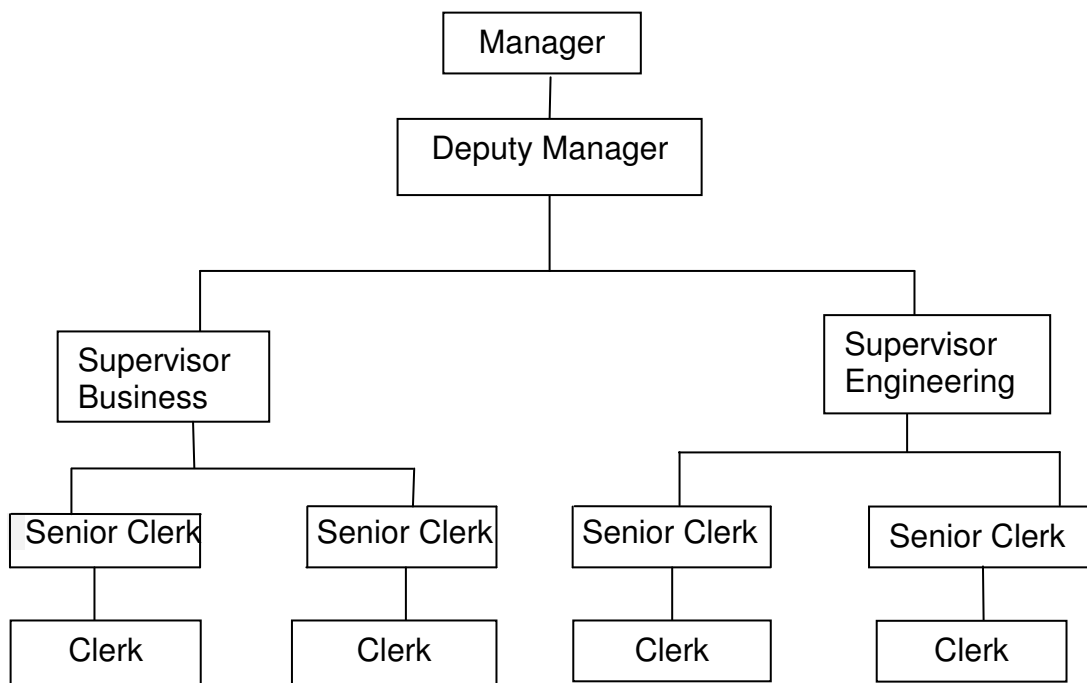
- 2.1.1 You have been asked to compile a feedback report so that other staff members and students can benefit from your experience. Use the attached memorandum form (ADDENDUM A) for your answer. (18)
- 2.2 Explain the purpose of the above report (2.1). (2)
- 2.3 In general, which possible changes could you be asked to make to a report? (5)
(5 x 1)
- 2.4 List FIVE determining factors that you have to consider when deciding on a suitable distribution method of a report. (5)
(5 x 1)

[30]

QUESTION 3

Study the extract below and answer the questions that follow.

- 3.1 Your College has some of the structures that are designed to suit the campus' particular needs. One of these structures is a line organisation structure, the line of authority flows from the highest to the lowest level. A line structure is easy to understand and a supervisor is easily recognised because he/she gives the instructions. If you were an employee at the lowest level, for example a clerk, you would approach the senior clerk and then the supervisor if you were looking for advice or assistance. This structure works well when limited numbers of subordinates fall under a supervisor. One problem of the structure is that a manager or supervisor can become overloaded with responsibilities if the campus expands.



- 3.1.1 State THREE main purposes of the structure. (3 x 2) (6)
- 3.1.2 Name which type of organisation structure is referred to above? (1 x 2) (2)
- 3.1.3 According to this structure, to which level should the lowest level report to? (1 x 2) (2)
- 3.1.4 Give the other name for an organisation structure. (1 x 2) (2)
- 3.1.5 Identify THREE different environments that must be taken into account when designing any event. (3 x 2) (6)
- 3.1.6 To be an effective assistant, there are certain personal characteristics that you will need to display. Give FIVE useful guidelines that can be added to the section on personal attributes. (5 x 1) (5)

- 3.2 Spending a day ensuring that all the items listed for an event are placed on the critical path, and the timelines carefully worked out, will later on save time because you will know exactly where new arrangements will fit in.
- 3.2.1 Explain what you understand by the critical path of an event. (1 x 2) (2)
- 3.2.2 Re-arrange correctly the FIVE steps below to follow when working out the critical path of an event: Write out the sentences in full each time. Do not write only the letters A to E.
- A Work out how much time the whole project will take.
 B List each activity's precedence.
 C List all the activities.
 D Identify the critical path to put each activity in place.
 E Allocate a time to each activity. (5 x 1) (5)
- [30]**

QUESTION 4

Study the Income Statement below and answer the questions that follow:

4.1

INCOME STATEMENT

Income statement of Lucia printers for the 12 months ended 30 August 2011

Sales	R 684 375
Cost of Goods Sold	251 316
Gross Profit	???
Operating expenses:	
Selling expenses	237 395
Administrative expenses	136 955
Total operating expenses	???
Operating income	???
Interest received	3 500
Net income before taxes	???
Income taxes	8 750
Net income /profit	???

Using the amounts in the Income statement above to calculate the sums below (4 1.1 – 4.1.5). To score maximum marks, write out your answers as in the example below.

For example: Cost of sales = Gross Income – Turnover
 (R400) = R200 – R600

- 4.1.1 Gross Profit (4)
- 4.1.2 Total operating expenses (3)
- 4.1.3 Operating income (4)
- 4.1.4 Net income before taxes (5)
- 4.1.5 Net income/profit (4)
- 4.2 In table format, explain the following financial concepts so that the basic meaning of each is clear. Do not give any examples:

Current Assets	Current Liabilities	Balance Sheet	Owner's Equity

(4 x 2) (8)

- 4.3 It is very important for any business to obtain accurate financial information within certain deadlines or over a certain period of time.

Name TWO very important timeframes over which the recording of finances for a business happens. (2 x 1) (2)

[30]**QUESTION 5**

Study the extract below and answer the questions that follow:

- 5.1 You are the owner of a bookshop at your college. You first started at the bookshop as an office data processor, and through the years worked hard until the opportunity arose for you to take over the business. One day, after you went through the records of your employees, you discovered that one of them, whom you happen to know very well, lied about his qualifications on his CV. He used a friend as a reference whom also lied about this employee's work history at another company, which, you now discover, never existed.
- 5.1.1 Describe the actions you would take to rectify the situation. (3 x 2) (6)
- 5.1.2 Mention the preventative measures that you would put in place to avoid a similar incident in future. (3 x 2) (6)

5.2 E-mail messaging is the most commonly used method of information distribution in most businesses today.

5.2.1 State THREE advantages and disadvantages of sending business reports via e-mail. Write your answers in the format given below.

Advantages	Disadvantages
1.	1.
2.	2.
3.	3.

(3 + 3) (6)

5.3 Prudence is a very friendly person who gets on well with her classmates. She obeys most of the rules set out by the College. However, outside college, she has been friends with people who have just come out of prison for dealing in drugs. Every now and then Prudence does not hand in assignments. Generally, her lecturers do not mind too much because Prudence attends class on most days and takes part in class discussions. Her lecturer in New Venture Creation is very upset with Prudence as she spends most of her time sleeping in class. When she asked Prudence about it, Prudence just laughed and explained that no textbook or lecturer could possibly understand how difficult life is outside the college. Her English lecturer feels that Prudence is creative and seems to dream a lot. He feels that this is a good thing because Prudence writes wonderful stories. He also feels that this could become Prudence's future career. However, Prudence does not think that this will earn her any money.

The information above is a summary of how other students and lecturers see Prudence.

5.3.1 Draw up a SWOT analysis for Prudence. Use the attached form (ADDENDUM B) for this purpose. (4 x 3)

(12) [30]

QUESTION 6

Study the extract below and answer the questions that follow.

6.1 You are the campus manager. You have received a letter from a parent, who complained about one of your college employees who had been rude and made comments about the parent's appearance. When you confronted the employee, he seemed annoyed but behaved in a calm manner about it.

6.1.1 Give reasons why you would deem the following as important for employees to know when dealing with parents and/or visitors to the college.

- Appearance
- Courtesy
- Professionalism
- Language
- Loyalty

(5 x 2) (10)

6.2 If an organisation wants to increase the quality of their products, feedback from customers is very important. Identify from the products or services below, whether they are essential or luxury and supply a reason to support your answer. Use the attached form (ADDENDUM C) for this purpose.

(1)



(2)



(3)

(4)

(4 x 2)

(8)

6.3 List FOUR ways of promoting products and services.

(4 x 1)

(4)

6.4 Explain briefly how you would measure the efficiency of an advertisement.

(4 x 2)

(8)

[30]

TOTAL SECTION B: 150
GRAND TOTAL: 200

ADDENDUM A

EXAMINATION NUMBER:

QUESTION 2: FEEDBACK REPORT

2.1

TO: _____

FROM: _____

DATE: _____

SUBJECT:

1. BACKGROUND:

2. PURPOSE OF REPORT:

3. COURSE CONTENT:

ADDENDUM A

EXAMINATION NUMBER:

4. PRESENTATIONS:

5. VENUE AND REFRESHMENTS:

6. EVALUATION:

7. CONCLUSION:

8. RECOMMENDATION:

SIGNATURE OF COMPILER: _____

ADDENDUM B

EXAMINATION NUMBER:

QUESTION 5: SWOT ANALYSIS

5.3.1

STRENGTHS	WEAKNESSES
<p>➤</p> <p>➤</p> <p>➤</p>	<p>➤</p> <p>➤</p> <p>➤</p>
OPPORTUNITIES	THREATS
<p>➤</p> <p>.....</p> <p>➤</p> <p>.....</p> <p>➤</p> <p>.....</p> <p>.....</p>	<p>➤</p> <p>.....</p> <p>➤</p> <p>.....</p> <p>➤</p> <p>.....</p> <p>.....</p>

(4 x 3) (12)

ADDENDUM C

QUESTION 6

EXAMINATION NUMBER:

6.2



1.
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2.
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3.
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4.
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(4 x 2)

(8)