

higher education & training

Department: Higher Education and Training REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

OPERATIONS MANAGEMENT NQF LEVEL 2

8 November 2021

This marking guideline consists of 5 pages.

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OPERATIONS MANAGEMENT L2

QUESTION 1

1.1	1.1.1 1.1.2 1.1.3 1.1.4 1.1.5 1.1.6 1.1.7 1.1.8 1.1.9 1.1.10	B A D C B C D D C B C	(10 × 1)	(10)
			(10 x 1)	(10)
1.2	1.2.1 1.2.2 1.2.3 1.2.4 1.2.5 1.2.6 1.2.7 1.2.8 1.2.9 1.2.10	Industry Direct function Leading Organisational procedure Strategic plan Transport Profit IT (information technology) Specific Operational risk		
			(10×1)	(10)

TOTAL SECTION A: 20

SECTION B

QUESTION 2

- Planning: ✓ Caroline must identify the goals and objectives of CC and the methods and resources needed. ✓
 - Organising: ✓ She can arrange and organise new departments, human resources and equipment to be used in the business. ✓
 - Leading: ✓ She can convince all the employees to follow suit. ✓
 - Controlling: ✓ She must put the structures in place to ensure that the company's procedures work as planned. ✓
 - Staffing: ✓ She must ensure that only the right people who meet the requirements of the business of the company in terms of quality, are available to execute various activities. ✓ (5 x 2) (10)

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OPERATIONS MANAGEMENT L2

- To inform customers and clients about a new product or any change within the business
 - To attract new and old customers to buy whatever business products are offered
 - To reach plenty of people from the public and the communities at large
 - To respond immediately to customer complaints and queries and apologise publicly
 - To create a business network that will create the positive image and loyalty of the company to outside stakeholders (5 x 1)
- 2.3 Reuse
 - Recycle
 - Reduce
 - Maintain air quality and prevent pollution
 - Use different recycle bins
 - Comply with ISO standards
 - Follow the recommendations for the environmental impact assessment

 $(Any 5 \times 1)$ (5)

(5)

- 2.4 Internal communication channels:
 - Communication taking place within the business
 - Suggestion box
 - Face-to-face with shop floor staff or sales people

 $(Any 2 \times 1)$

External communication channels:

- Communication with stakeholders outside the business
- In writing via letter or email
- Phone calls to the head office or the customer service department
- Letters to local newspapers or consumer forums which are then referred to customer services
- Call centre (Any 2 x 1) (4)
- When they feel ignored or helpless
 - When the product that they expected is not the one that they receive
 - When the product advertised is not available
 - When they wait for too long in queues or on the telephone
 - When goods are delivered late
 - When staff members are rude to them
 - When goods received are of a poor quality (Any 3 × 1) (3) [27]

QUESTION 3

- 3.1 Involvement
 - Improvement
 - Customer satisfaction
 - Provision of quality products (4×1) (4)

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OPERATIONS MANAGEMENT L2

3.2	3.2.1	Purchasing or supply chain		(2)	
	3.2.2	 Advertising or tendering for goods and services Drawing up a shortlist of preferred suppliers Developing procedures for justifying the choice of cover another Getting the legal department or business's lawyers contracts to protect the business against financial nondelivery Deciding on terms and conditions of payments Ensuring that there are procedures for reversion procurement (Any 5 x 1) 	to draw up al losses or	(5)	
3.3	 Skills gap ✓ – employees are underqualified or undertrained. ✓ Technological gap ✓ – the department has no access to the basic technology needed to do the job. ✓ Leadership gap ✓ – managers are not capable to manage or lead. ✓ A lack of clear policies and procedures for the effective flow of 				
	·	tions.✓✓	(4×2)	(8)	
3.4	Call ceCustoSurve	ery service entre service mer service ys ionnaires	(Any 3 × 2)	(6)	
3.5	FinanceMateriaEquipo	n resources, for example people cial resources, for example cash ial resources, for example cleaning material ment resources, for example computers tructure, for example office space, electricity	(Any 3 × 1)	(3)	
				[28]	
QUES1	ΓΙΟΝ 4				
4.1	 Appoint an internal safety officer who comes from a different level of employment to report safety issues in the business. Train workers on how to operate dangerous machinery. Place signage to warn everyone of any possible danger. Contract safety service providers when one is not available on the site. Do spot-checks to observe the safety aspects of the workplace. (5 x 2) 			(10)	
4.2	4.2.1	Someone who takes initiative and risks using their ow start a business	n money to	(2)	
	4.2.2	A written list of goals and objectives for a successful b	usiness and		

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how these are to be achieved

(2)

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- Executive summary
 - Company description
 - Market analysis
 - Description of management and organisation
 - Breakdown of your products and services
 - Marketing plan
 - Sales strategy
 - Financial projections

 $(Any 5 \times 1) \qquad (5)$

- Designing the operations ✓ coming up with efficient processes to produce goods or services ✓
 - Managing the operations ✓ observing the process and the interaction of people and materials ✓
 - Improving the operations \checkmark objectively evaluating the operations, identifying problem areas and rectifying them \checkmark (3 x 2)

[25]

(6)

TOTAL SECTION B: 80
GRAND TOTAL: 100