



**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.**

**QUESTION 1**

1.1	1.1.1	B	(10 × 1)	(10)
	1.1.2	A		
	1.1.3	D		
	1.1.4	C		
	1.1.5	B		
	1.1.6	C		
	1.1.7	D		
	1.1.8	D		
	1.1.9	C		
	1.1.10	B		
1.2	1.2.1	Industry	(10 × 1)	(10)
	1.2.2	Direct function		
	1.2.3	Leading		
	1.2.4	Organisational procedure		
	1.2.5	Strategic plan		
	1.2.6	Transport		
	1.2.7	Profit		
	1.2.8	IT (information technology)		
	1.2.9	Specific		
	1.2.10	Operational risk		
<b>TOTAL SECTION A:</b>				<b>20</b>

**SECTION B****QUESTION 2**

2.1	• Planning:✓ Caroline must identify the goals and objectives of CC and the methods and resources needed.✓			(5 × 2)	(10)
	• 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.✓				

- 2.2
- 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 × 1) (5)
- 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 × 1) (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 × 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 × 1) (4)
- 2.5
- 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)

### QUESTION 4

Please turn over

4.3	<ul style="list-style-type: none"> <li>• Executive summary</li> <li>• Company description</li> <li>• Market analysis</li> <li>• Description of management and organisation</li> <li>• Breakdown of your products and services</li> <li>• Marketing plan</li> <li>• Sales strategy</li> <li>• Financial projections</li> </ul>	(Any 5 × 1)	(5)
4.4	<ul style="list-style-type: none"> <li>• Designing the operations✓ – coming up with efficient processes to produce goods or services✓</li> <li>• Managing the operations✓ – observing the process and the interaction of people and materials✓</li> <li>• Improving the operations✓ – objectively evaluating the operations, identifying problem areas and rectifying them✓</li> </ul>	(3 × 2)	(6)
			<b>[25]</b>
<b>TOTAL SECTION B:</b>			<b>80</b>
<b>GRAND TOTAL:</b>			<b>100</b>