

Guidelines for Assignment Completion

Question 1

1.1 Three parts to the question:

Describe – ‘A transformation model is a...’

Explain Components – What they represent and do

Apply – Examples

1.2 Select one and justify. **Tip:** Research the characteristics of the process type and use examples to further justify your answer.

1.3 Which layout is well suited for the jean manufacturing facility and why? **Hint:** Research generally the facility layout of a jean manufacturing in order to have a good perspective on the layout. Same as in **question 1.2**, look out for the characteristics of a layout in order to justify the answer. (Look also at YouTube videos to see further demonstrations)

1.4 Procedure is: explain first then provide an example.

Example: Staff failure represents the inability of an employee to perform regular work duties, which hinders process from the production and operations perspective. This inability to perform might be caused by for example, prolonging illness encountered by the staff or tragic experience in the form of death in the life of an employee.

Question 2

2.1 State whether if its operations or relationship marketing stage or any other stage and state reasons with examples. (Want to see how the stage is relevant to Woolworths)

2.2 Explain the principles and then apply the case study i.e. the social responsibility principle emphasizes on.... In the case study Woolworths accomplishes this principle by “....”

2.3 Why is packaging important? What type of packaging suits Woolworths?

2.4 Research beyond textbook and then see what the case study has to say about Woolworths strategy to increase their brand loyalty. What are the means or practices they are using to achieve this?

2.5 Is it a Channel Captain or not? If not, what role does it play in the channel?

2.6 Identify means list. Based on your listing, explain why you decided to choose the criteria. Why do you think that a specific criterion is needed by Woolworths to segment a market?

Question 3

Essays normally have a introduction, body (content of the answer) and conclusion.

- **Introduction** – Can be based on the necessity for motivation in the workplace, ended by signposting (Stating what your assignment will be addressing)
- **Body:**
 - Contrast between content and process approaches to motivation
 - Under content approaches the following theories can be explored:
 - A
 - B
 - C
 - D
 - Under process approaches the following theories can be explored:
 - Z
 - X
 - Q
 - Implications of content approaches
 - Implications of process approaches
- NB: Ensure to use examples at each phase of your essay.
- Research beyond the textbook.
- **Conclusion** – be about five lines.
- Reference

Question 4

- Understand what a non-current asset is first
- Strategy; Research the most likely non-current assets a multimedia company will have especially for content production.
- After your research encode your answer by stating the three non-current assets needed and then justify why. **Hint:** In your justification, think about what the resource will do for the organization and how it will sustain the organization.

Formalities:

Assignment should be typed in **Arial (Font style), size 12 (letters), 1.5 line spacing** and **justified paragraphs**. It should have a **reference list** at the end of the assignment or each question. It must also have a proper **cover page** with name, surname, course, module and

student number. It should contain a **table of content** indicating page numbers of each question.