



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES & EDUCATION
DEPARTMENT OF MANAGEMENT**

QUALIFICATION: Bachelor of Business & Information Administration	
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2nd OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
a) Answer ALL the questions. b) Read all questions carefully before answering. c) Number answers according to the numbering structure provided in the question paper.

**THIS EXAMINATION PAPER CONSISTS OF 5 PAGES
(INCLUDING THIS FRONT PAGE)**

QUESTION 1

[20]

Identify the letter of the choice that best completes the statement or answers the question.

- 1.1 Refers to the rules of behaviour based on ideas about what is morally good and bad.
- A. Professionalism
 - B. Proposal
 - C. Ethics
 - D. None of the above
 - E. All the above
- 1.2 Select the three informational roles according to Mintzberg's management roles that managers must perform.
- A. Figurehead, leader and liaison
 - B. Spokesperson, leader, coordinator
 - C. Monitor, disseminator, spokesperson
 - D. Entrepreneur, disturbance handler, resource allocator, negotiator
 - E. All of the above
- 1.3 An Annual General Meeting (AGM) is an example of a.
- A. Informal meeting
 - B. Year-end function
 - C. Social gathering
 - D. Family affair
 - E. Formal meeting
- 1.4 These individuals are responsible for making decisions about the direction of the organisation and establishing policies that affect all organisational members.
- A. Non-managerial employees
 - B. First-Line managers
 - C. Middle managers
 - D. Top managers
 - E. None of the above
- 1.5 The seating layout in the diagram refers to:
- A. Banquette style
 - B. Theatre layout
 - C. Boardroom style
 - D. Conference setup
 - E. U-shape



- 1.7 _____ refers to anything that is potentially harmful to the event.
- A. Risk control
 - B. Risk assessment
 - C. Risk evaluation
 - D. Risk
 - E. Risk treatment
- 1.8 This type of training involves working alongside an experienced person, who shows the trainee how to do the various tasks involved in a specific trade.
- A. Role playing
 - B. Apprenticeship
 - C. Classroom training
 - D. Vestibule training
 - E. Cross training
- 1.9 Select the type of event/s that may be organised by an event co-ordinator.
- A. Public event
 - B. Corporate events
 - C. Government or political
 - D. Personal or family events
 - E. All the above
- 1.10 Management assistants should possess this type of skill which involves the ability to work with people.
- A. Organising
 - B. Conceptual skill
 - C. Human skill
 - D. Technical skill
 - E. Planning

Match each description from Column A with the most suitable term in Column B. Write down only the letter from Column B next to the number in Column A. e.g. 1.1 K

	<u>COLUMN A</u>		<u>COLUMN B</u>
1.11	These types of calls are very expensive, and the management assistant should treat them as a priority.	A	Close corporation television
1.12	Is any unforeseen situation that threatens your employees, customers or the public.	B	Complaint
1.13	The abbreviation CCTV stands for _____	C	Customer value
1.14	The ability of an organisation to consistently give customers what they want and need.	D	Vestibule training
1.15	A statement that you as a customer are unhappy or not satisfied with something.	E	Discount customer
1.16	_____ refers to a financial document that shows the assets, liabilities and owner's equity of an organisation on a given date.	F	Customer service
1.17	Refers to the difference between the worth the customer gets from using the product and the cost of acquiring the product.	G	Local calls

1.18	Refers to a frequent customer, but they are only a part of business when the regular products/services are offered on discount.	H	Quality
1.19	This type of training takes place on equipment set up in a special area of the job.	I	Emergency
1.20	Refers to a plan that includes projected income and expenses for a business for a given period of time.	J	Empathy
		K	International calls
		L	Need based customer
		M	Cash flow statement
		N	Balance sheet
		O	Budget
		P	Close circuit television

(10)

QUESTION 2

[20]

- 2.1 Communication effectively is essential to successful business operations. Define the term "effective communication". Differentiate between "one-way communication" and "two-way communication" and further illustrate with appropriate examples. (6)
- 2.2 Managers find it easier to decide what course of action to take if they can identify the level at which an ethical dilemma appears. Analyse "individual", "organisational" and "association level as three of the levels of ethical decision making. Include suitable examples. (6)
- 2.3 Risks, if they occur, are likely to harm the reputation of an event or an organisation. Distinguish between "natural disasters" and "man-made disasters" that can occur and illustrate each with appropriate examples. (4)
- 2.4 Differentiate between "on-site catering service" and "off-site catering service" with suitable examples. (4)

QUESTION 3

[20]

- 3.1 Keeping of records is important for any organisation. Discuss the steps of the record life cycle used by Unam to deal with new 1st year students starting their tertiary education at this institution. (5)
- 3.2 Receptionists need to be able to handle different types of telephone calls. Discuss "international calls" in detail. (3)
- 3.3 Organisations believe that sponsorships are a great way to broaden their competitive edge by improving the company's image and reputation. Discuss the term "sponsorship". (3)
- 3.4 Financial management involves functions such as budgeting, accounting, billing and making payment. Discuss "petty cash" in detail. (3)
- 3.5 Customers plays a vital role in any organisation. Distinguish between "internal customers" and "external customers". Illustrate with appropriate examples. (4)

- 3.6 Business owners learn from collecting feedback from customers or prospective customers. Discuss two (2) advantages of customer satisfaction surveys. (2)

QUESTION 4

[20]

Event management industry is one of the most exciting industries to work in. There are different players involved when organising an event.

- 4.1 Discuss the term “event manager”. (2)
- 4.2 Name and discuss any four skills required by an event producer. (8)
- 4.3 Training is the process of providing individuals with an organised series of experience and materials that comprise opportunities to learn. Discuss between “cross training” and “role play” as two forms of training. (5)
- 4.4 Discuss the concept “customer service” and elaborate about a bad or a good experience you had encountered as a customer at a retail store. (5)

QUESTION 5

[20]

- 5.1 Mr Tiboth is a regular customer of Game and is planning to go away for the Easter weekend with some friends. He has just bought a camping set consisting of four chairs and a table. When he gets home, he wanted to set it up to see how it will look like and to practice in setting it up. He then realises that some of the pieces of the furniture is missing to assemble the set. He was very disappointed at Game. The next morning, he was the first customer when the shop opens. Advise Game by using the five-step method on how they can solve Mr Tiboth’s complain. (5)
- 5.2 Customer’s feedback is important to any organisation as it helps the organisation to improve on its quality of products or services. Name and discuss five (5) ways which organisations may use to obtain valuable feedback from its customers. (5)
- 5.3 Visitors are being dealt with on a daily basis. Demonstrate the general rules that Office Assistants should be following when receiving visitors. (5)
- 5.4 Management assistants must be able to handle customer complaints. Discuss five (5) reasons why customers complain. (5)

THE END