



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF NATURAL RESOURCES AND SPATIAL SCIENCES

DEPARTMENT OF GEO-SPATIAL SCIENCES AND TECHNOLOGY

QUALIFICATIONS: BACHELOR OF GEOMATICS	
QUALIFICATIONS CODES: 07BGEM	COURSE LEVEL: 6
COURSE CODE: PPE621S	COURSE NAME: Professional Practice and Ethics
DATE: January 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER:	Mr T. Makaza
MODERATOR:	Mr S. Sinvula

THIS QUESTION PAPER CONSISTS OF 5^A PAGES (Including this front page)

INSTRUCTIONS

1. You **MUST** answer **ALL** the questions.
2. Write clearly and neatly.
3. Number the answers clearly.
4. Make sure your Student Number is on the **EXAMINATION BOOK(s)**.

PERMISSIBLE MATERIALS

1. Ruler, pencil and eraser.

QUESTION 1

State whether the following statements are TRUE or FALSE: (21X1=21)

- 1.1. Organizational culture is what you see, hear, and feel when you work for an organization.
- 1.2. A key feature of an organizational culture is that it will help members of the organization solve and understand things that it encounters.
- 1.3. Culture is not very visible at the level of artifacts.
- 1.4. Organizational culture conveys the key values of the organization.
- 1.5. The cultural characteristic of stability refers to the degree to which employees are expected to exhibit precision and attention to detail.
- 1.6. Values are the understandings of how objects and ideas relate to each other.
- 1.7. When we talk about an organization's culture, we are referring to its core culture and not its subcultures.
- 1.8. A strong culture can be a liability.
- 1.9. Stories are repetitive sequences of activities that express and reinforce the key values of the organization.
- 1.10. Culture is transmitted to employees by stories, rituals, material symbols and language.
- 1.11. Rituals are repetitive sequences of activities that express and reinforce the hierarchical structure of the organization.
- 1.12. Stories about an organization's founders typically tell about establishing rules.
- 1.13. All organizations within an industry use the terminology designated by the industry so that

their employees can move freely from organization to organization.

- 1.14. Companies do not differ in how much separation they have between executives and employees.
- 1.15. The founders of an organization traditionally have only a slight influence on the culture of an organization.
- 1.16. Indoctrination is the process that adapts new employees to the organization's culture.
- 1.17. Three forces play a particularly important part in sustaining culture: selection practices, senior management, and socialization methods.
- 1.18. All socialization efforts are directed toward getting individuals to divest themselves of characteristics they held prior to joining the organization.
- 1.19. The most critical socialization stage occurs at the time of entry into the organization.
- 1.20. Socialization is generally thought to have been successfully or unsuccessfully completed at the end of an employee's probationary period.
- 1.21. The public relations campaign is finished once its final step has been implemented.

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Question 2

- 2.1. Outline the four (4) general skills that affect managerial effectiveness. (8)
- 2.2. Management requires four (4) basic functions. State and briefly explain each one of them. (12)

[20]

Question 3

- 3.1. Smit & Cronje summarised the principles of Total Quality Management (TQM) in six (6) concepts. Outline them. (12)
- 3.2 Explain any four (4) arguments in favour of social responsibility. (8)
- [20]**
-

Question 4

- 4.1. Critics of formal planning cite a number of arguments against it. Briefly explain them. (8)
- 4.2. State the common ingredients of an MBO programme. (4)
- 4.3. Explain any four guidelines for setting employee goals (8)
- [20]**
-

Question 5

- Explain the five (5) basic worker's rights. (10)
- [10]**
-

Question 6

- What are the common personal shortcomings of entrepreneurs? (5)
- [5]**
-

Question 7

- Describe the management function of control. (4)
- [4]**
-

END OF QUESTION PAPER



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DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY MEMORANDUM	
EXAMINER:	Mr T. Makaza
MODERATOR:	Mr S. Sinvula

INSTRUCTIONS
<ol style="list-style-type: none">1. Please use the memorandum to guide your marking.2. When marking, questions should be guided by the allocation of marks.3. Reasonable, in-depth or innovative correct answers/solutions provided by the students should be allocated marks even though not provided in this memorandum.

THIS MEMORANDUM CONSISTS OF 7 PAGES (including this front page).

Question 1

1.1. Discuss the following management tasks;

(a) Communicating (2)

Communicating entails the transfer of a message from one person to another. This message may relate to the organisation or the people within the organisation. Therefore, without communication, information can not be transferred. The manner in which the communication takes place (non-verbal communication) is also important, for it can create a certain attitude or atmosphere in the work environment.

(b) Motivating (2)

Motivating refers to all attempts by management to energise people to voluntarily do their best. In other words, the people within the organisation must be motivated to ensure the successful achievement of the organisations' goals.

(c) Coordinating (2)

Coordinating is the conscious attempt to link all the related activities and tasks to one another. Coordination is thus particularly important during planning, organising, leading and controlling so that the organisation can operate as a coordinated unit.

(d) Delegating (2)

Delegating is the transfer of authority, tasks and responsibilities to staff in order to reduce the workload of the manager. This will result in management having more time available to manage the organisation more effectively.

(e) Disciplining (2)

Disciplining is the way in which an employee's behaviour is formed to ensure that the goals of the organisation are achieved. A distinction is made between positive and negative discipline. Positive discipline (e.g., rewards) is the reinforcement of favourable behaviour, while negative discipline (e.g., punishment) tries to combat unfavourable behaviour

1.2 Name and explain the three (3) categories/levels of managers. (9)

- *First-line Managers*

These individuals are usually called supervisors. They may also be called team leaders, coaches, unit coordinators. They are responsible for directing the day-to-day activities of operative employees.

- *Middle Managers*

They represent the levels of management between the first-line manager (the supervisor) and top management. These individuals manager other managers – and possibly some

operative employees – and are typically responsible for translating the goals set by top management into specific details that lower-level managers can perform. In organisations, middle managers may have such titles as department or agency head, project leader, district managers, dean or division manager.

- *Top Managers*

These are found at or near the top of an organisation. They are responsible for making (strategic) decisions about the direction of the organisation and establishing policies that affect all organisational members. Top managers typically have titles such as vice president, CEO, COO, managing director, or chairperson of the board.

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Question 2

2.1. Outline the five (5) ways in which the productivity of an enterprise can be improved. (5)

- *Proportionally more products are manufactured using more resources*
- *More products are manufactured with the same quantity of resources*
- *More products are manufactured using less resources*
- *The same numbers of products are manufactured using less resources*
- *Fewer products are manufactured using proportionally less resources.*

2.2. List the four (4) steps of the purchasing cycle. (4)

- *A need arises*
- *Placing an order*
- *Executing the order*
- *Concluding the transaction*

[9]

Question 3

3.1 State the tasks of a financial manager in any organisation. (4)

- *Financial Analysis, Planning and Control*

- *Investment decisions and the Management of Assets*
- *Financing Decisions and the Management of Liabilities*
- *Determining Financial Goals*
- *Provision of Sundry Financial Services*

3.2 Define a budget. (2)

This is a plan of financial operations embodying an estimate of proposed expenditures for a given period and the proposed means of financing them. This can also be best described as a financial plan expressed in physical and monetary units.

[6]

Question 4

4.1. The FIG states certain characteristics that distinguish a professional from other individuals. State these four (4) characteristics. (4)

- *Mastery of a particular intellectual skill, acquired by education and training;*
- *Acceptance of duties to society in addition to duties to clients and employers;*
- *An outlook that is essentially objective; and*
- *The rendering of personal service to a high standard of conduct and performance.*

4.2 Whether a manager acts ethically or unethically will depend on several factors. Name these five (5) factors. (5)

- *The individual's morality.*
- *Values.*
- *Personality and experiences.*
- *The organization's culture.*
- *The issue that is being called into question.*

4.3. State whether the following statements are TRUE or FALSE in constituting as acts of misconduct in terms of Section 9 of the Professional Land Surveyors, Technical Surveyors and Survey Technicians Act 32 of 1993 regulations. (5)

- (a) commissioning or employing a public relations consultant or similarly designated person to carry out all or any such aspects of his or her public

relations policy as may be permitted within the context of these regulations

FALSE

- (b) distributing brochures or pamphlets describing his or her experience and capabilities;

FALSE

- (c) sending to the media articles, or being interviewed, about his or her work or about surveying topics of general interest, and allowing his or her work to be displayed in exhibitions:

FALSE

- (d) issuing upon request a business card or printed information giving details about his or her practise to prospective clients;

FALSE

- (e) performing any survey for which payment of fees is required conditionally upon the sale or lease of the land so surveyed;

TRUE

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Question 5

- 5.1 What are the 4Ps of the marketing mix. (4)

- *Price*
- *Place*
- *Product*
- *Promotion*

- 5.2 Describe the concept of market segmentation. (3)

This is the division of the total market into segments with certain similarities, such as the division of the market into groups of people with the same style of living

[7]

Question 6

6.1 Human resources management is a specialised management task which includes four aspects. State all of them. (4)

- *Determining and formulating policy* - the HR manager takes the initiative in creating a human resources policy and having necessary adjustments to an existing policy accepted.
- *Advising* - the HR department provides information and advice to all management personnel about any aspect of personnel affairs, for example, handling of the disciplinary procedure, confrontations with staff and salary increases.
- *Rendering a service* – the HR department renders a service with regard to personnel affairs such as recruitment, selection, incorporation and training of personnel.
- *Controlling personnel affairs* – the HR department continuously monitors the implementation of human resources policy and procedures by management staff to ensure that these are applied uniformly throughout the enterprise.

6.2 What are the five (5) steps in the recruitment process (5)

- *Recruitment planning*
- *Recruitment action*
- *Exploration of human resources*
- *Screening*
- *Compiling a group of provisionally selected candidates*

6.3 The last step in the process of human resources provision consists of orientation and induction programmes. Outline the typical components included in each of these programmes. (11)

A typical orientation programme includes

- *a welcome address*
an introduction to the whole organisation
- *an overview of general policy and procedure, the management philosophy and existing channels of communication which are available to employees*
security and safety measures
- *explanations of the salary package and benefits*
provision for labour
- *introduction to key persons*

An induction programme on the other hand, which is conducted by the supervisor focuses on the immediate working environment, usually includes the following steps:

- *Welcoming the new employee to the section concerned*

- *Informing new comers of departmental policy, procedure, rules and regulations*
- *A tour of the section and introduction of colleagues, etc.*

[20]

Question 7

7.1 Briefly explain public relations. (2)

Public Relations (PR) are any purposeful communications between an organisation and its publics that aim to generate goodwill. Publics, put simply, are its stakeholders. PR is proactive and future orientated, and has the goal of building and maintaining a positive perception of an organisation in the mind of its publics. This is often referred to as goodwill.

7.2 Give any ten (10) approaches that can be used for effective public relations. (10)

- *Interviews and photo-calls*
- *Speeches, presentations and speech writing*
- *Corporate literature e.g. financial reports*
- *Organising events*
- *Facility visits*
- *Publicity events and 'stunts'*
- *Sponsorship and charitable donations*
- *Product placement in media*
- *Lobbying government bodies*
- *Press or media releases, conferences, contact and entertainment*
- *Advertorials in newspapers, magazines or on websites*
- *Corporate promotional materials, websites, in-house magazines and customer magazines*

(Any ten)

[12]

Question 8

8.1 What are the key responsibilities of entrepreneurs? . (2)

The key responsibility for entrepreneurs is to identify opportunities and possible competitive advantages.

8.2 There are four (4) key steps that entrepreneurs must address as they start and manage their ventures. State them. (4)

- *Exploring the entrepreneurial context:*
- *Identifying opportunities and possible competitive advantages:*
- *Starting the venture:*
- *Managing the venture:*

8.3 Outline the format of a business plan. (7)

- *The entrepreneur*
Ownership
Personal information
- *The business*
Product/services
Market
Location
- *The money*
Start-up costs
Financial information

[13]

END OF MEMORANDUM