



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES & EDUCATION

**DEPARTMENT OF GOVERNANCE AND SCIENCES, HOSPITALITY, TECHNICAL
AND VOCATIONAL EDUCATION AND TRAINING**

QUALIFICATION: Bachelor of Business & Information Administration	
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DURATION: 2 Hours	MARKS: 100

1st OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER:	MS A SCHROEDER
MODERATOR:	MS E VAINO

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

INSTRUCTIONS
a) Answer ALL the questions and start each question on a new page. b) Read all questions carefully before answering. c) Number answers according to the numbering structure provided in the question paper.

QUESTION 1

10 x 2 [20]

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

- 1.1 A company has launched a new product and wants to inform its customers about the features and benefits. Which type of external written communication would be most appropriate in this case?
- A. Internal circular
 - B. Business report
 - C. Press release
 - D. Staff meeting minutes
 - E. Interoffice memo
- 1.2 What should you be doing when listening to someone?
- A. Daydreaming
 - B. Talking
 - C. Thinking about what you will cook for dinner in the evening
 - D. Pay attention, asking questions and giving verbal cues
 - E. Thinking about the choir practice in the afternoon
- 1.3 The market economic system is also known as:
- A. Market economy
 - B. Mixed economy
 - C. Traditional economy
 - D. Capitalist economy
 - E. Command economy
- 1.4 Business, individuals, and government make economic decisions in which economic system?
- A. Command economy
 - B. Mixed economy
 - C. Traditional economy
 - D. Market economy
 - E. Capitalist economy
- 1.5 The sequential hierarchy of importance refers to:
- A. Diplomacy
 - B. Department
 - C. Order of precedence
 - D. Patriotism
 - E. None of the above
- 1.6 _____ refers to the conduct by government officials of relations and negotiations between states.
- A. Department
 - B. Patriotism
 - C. Diplomacy
 - D. Emblem
 - E. None of the above

- 1.7 What is the main purpose of risk management in an organisation?
- A. To eliminate all risks
 - B. To ensure profits are always maximized
 - C. To identify, assess, and minimise potential risks
 - D. To transfer all risks to insurance companies
 - E. To ignore risks that are unlikely to occur
- 1.8 According to Maslow's hierarchy of needs, esteem needs refer to the human desire for:
- A. Basic survival requirements such as food, water, and shelter
 - B. A sense of belonging, love, and close interpersonal relationships
 - C. Respect, recognition, self-confidence, and achievement
 - D. Spiritual fulfilment and the search for meaning in life
 - E. Safety, stability, and protection from harm
- 1.9 During a heavy rainy season in a rural village, water collects in large pools and becomes available for everyone in the community without payment. This water is an example of:
- A. An economic good, because it requires resources to obtain.
 - B. A free good, because it is naturally available in abundance.
 - C. A public good, because it is provided by the government.
 - D. A merit good, because it benefits society if consumed.
 - E. A scarce good, because it must be rationed among people.
- 1.10 A close corporation usually has:
- A. 2-20 members
 - B. 1-50 members
 - C. 7 or more members
 - D. 1-10 members
 - E. 20 members

QUESTION 2

[20]

- 2.1 Maria, the Human Resources Manager, sends an email to all staff members about a new policy on remote work. She explains the rules, expectations, and the procedure for applying for remote days. Later, several employees reply to her email with questions and acknowledgments. Identify and explain the five elements of communication in the above scenario. **(10)**
- 2.2 In an organisation, communication can occur through formal and informal channels. Examine formal channels and informal channels in an organisation and provide suitable examples. **(4)**
- 2.3 Communication is crucial in all spheres of our everyday life. Discuss three advantages of written communication in the business environment. **(6)**

QUESTION 3

[20]

- 3.1 Countries practice various economic systems. Discuss five characteristics of a communist economic system. **(5)**
- 3.2 Examine the traditional economy as one of the major economic systems. **(5)**
- 3.3 Management Assistants are required to do introductions of customers. Discuss how you can go about when making introductions. **(5)**
- 3.4 National symbols are very important in the promotion of national identity of a country. List any five (5) common official national symbols. **(5)**

QUESTION 4

[20]

- 4.1 The tertiary sector provides the greatest share of employment in developing countries. Name and explain five examples of organisations that may provide their services in the tertiary sector. **(10)**
- 4.2 In table format do a comparison on a) members b) capital c) meetings d) commencement of business and e) prospectus of a private company and public company. **(10)**

Private company	Differences	Public company
	a) members	
	b) Capital	
	c) Meetings	
	d) Commencement of business	
	e) Prospectus	

QUESTION 5

[20]

- 5.1 Your manager, Dr Josef Simpungwe, is planning to go on a trip abroad and you, as his Personal Assistant must see to all the arrangements. It is important to talk to your manager about his travel preferences. Discuss four (4) of what your duties/responsibilities will entails after your manager returns from his business trip abroad. **4 x 2 = (8)**
- 5.2 Management Assistants needs to be familiar with the terminology used when organising and planning a business trip for his/her manager. Define the terms “domestic travel” and “international travel” and include suitable examples. **(6)**
- 5.3 Distinguish between three (3) advantages and three (3) disadvantages of air travel. **(6)**