FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 2

ADMINISTRATIVE MANAGEMENT A

ADM710S
CENTRE FOR OPEN AND LIFELONG LEARNING

BACHELOR OF OFFICE MANAGEMENT & TECHNOLOGY

ADMINISTRATIVE MANAGEMENT A
(ADM710S)

FEEDBACK LETTER NO. 2 FOR FIRST SEMESTER 2019

COMPILED BY: DDJ FREDERICKS
MAY 2019
Dear Students

This was the second and last assignment and these two assignments give you admission to the examination (or not).

Most of you have gone through the chapters which were indicated and I found the answers on the whole satisfactorily. Although I must state that there were some students who did not read the questions properly and gave me answers which were totally wrong. Some students also did not answer all the questions.

The class average for this assignment was 66.28%. The highest mark was 86%. Students are once again reminded to study the relevant chapters in your prescribed book.

Wish you good luck for the examination.

**COMMENTS ON ASSIGNMENT 2**

**Question 1**

This question was answered well by most of the students. Two students did not answer the question.

**Question 1**

Organisational structure refers to the primary reporting relationships that exist within an organisation.

1.1 Identify the type of departmentalization illustrated by each organisation chart below. (8)

1.1.1 Functional Departmentalisation

![Organisation chart]

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1.1.2 Product Departmentalisation

CEO CORPORATION

Corporate Managers

Washing Machine

Lightning Division

Television Division

1.1.3 Location Departmentalisation

CEO CORPORATION

Corporate Managers

Hardap Region

Khomus Region

Northern Region
1.1.4 Matrix

**Question 1.2**
This question was answered well by most of the students.

1.2 List two (2) advantages, two (2) disadvantages and purpose of each of the following structures:

1.2.1 Matrix Structure (6)

**Advantages**
- Focuses on simultaneous goals
- Provide flexibility when second focus is needed for only short time
- Develops managerial skills in several dimensions

**Disadvantages**
- Complex and difficulties with implementation.
• Dual chain of command: Two bosses
• Difficult to plan and coordinate

1.2.2 Functional Structure

Advantages

• Facilitates specialization - staff to focus on area of expertise
• Cohesive work groups - work with employees with similar skills and interest.
• Structure support tight, centralized control resulted in operational efficiency.

Disadvantages

• Focus on Departmental rather than org. issues
• Only top management accountable for profitability
• Challenge is with co-ordination of specialist functions

1.2.3 Product structure

Advantages

• Specialised knowledge on specific products
• are used to maximum, quick decisions within a section,
• performance of each group can easily be separately measured

Disadvantages

• Managers in particular section concentrate exclusively on their particular products,
• Admin costs increase with each section having their own functional specialists
• i.e. market researchers, financial experts etc

QUESTION 2

This question was answered well by most of the students.

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Describe the management implications of a diversified workforce.
• Workforce witness heterogeneity of gender, race, ethnicity.
• It also include the physically disabled, gays and lesbians, the elderly, and those who are significantly overweight.
• The most important requirement for managers is sensitivity to the differences among individuals.
• That means they must shift their philosophy from treating everyone alike to
• Recognising differences and responding to those differences in ways
• That will ensure employee retention and greater productivity.

QUESTION 3
This question was answered well by most of the students.

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Explain the importance of environmental scanning.

• The environment is changing constantly – management should make a conscious effort to
  scan it in an effort to keep up with change.
• Environmental scanning is necessary to determine whether factors in the environment
  constitute a threat to the organisation’s current mission, goals and strategy.
• Scanning is also necessary to determine which factors in the environment offer
  opportunities to the business organisation.

QUESTION 4
This question was answered well by most of the students.

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The current and near-future environment can be described as revolutionary - in contrast to
previous environments that were described as evolutionary. Briefly discuss the effects of
the revolutionary environment and indicate what managers can do to effectively function in
such an environment.
• Revolutionary environment is known for its unpredictable, drastic change -
  (discontinuous change).
• Forecasting becomes impossible
• Managers need to become familiar with scenario development, that is the visualisation
  of alternative futures.
Organisations need to respond rapidly to changing scenarios and therefore needs flexibility in its workforce.

Break down internal barriers and replace them with process-driven, customer-focused and multidisciplinary structures.

Managers need to understand the big picture. (Assess the implication of their decisions on different people).

Managers must be able to work with a mobile workforce (project basis).

Manager must be able to manage the knowledge supplied by experts.

Managers will become increasingly mobile in future and will be appointed to manage specific projects only.

Managers will have to recognise individual differences and responding to the differences in acceptable ways.

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QUESTION 5

This question was answered well by most of the students. Two students did not answer the question.

Feedback

You had to elaborate on the major Strengths, weaknesses, opportunities and threats of your own or any local business/organisation. You also need to focus on current successful strategies in the organisation: growth (Increasing level of operations); Stability (No changes needed); retrenchment (reducing size of operations, staff, etc.); Combination of strategies.

You are asked to undertake a SWOT analysis of your own organisation's position. Consider the main opportunities facing your organisation and whether current strategies are appropriate to take advantage of them.

Strengths (x2)
Weaknessess (x2)
Opportunities (x2)
Threats (x2)
Strategies (4)
GENERAL REMARKS:

GUIDELINES FOR THE EXAMINATION

Please students: study hard for the examination. All units have to be studied. Attempt to write the first opportunity. You put yourself under great stress if you keep postponing one subject. The format of the question paper will be:

4 questions are given and you have to answer all four (5) questions. The total marks for the examination are 100.

Your first 10 minutes after receiving the examination paper should be spent familiarising yourself with the questions. Make sure your give the answer as set by the examiner. Students sometimes fail because they do not answer the question.

Start soon and follow a study plan: Develop a formal schedule allowing you to start reviewing your work well in advance of the examination date. Doing smaller sections of the work at regular intervals over a period of time aids the quality of the recall and it also lessens the stress you may experience on the day.

Should you have any further queries please contact my at the telephone or e-mail stated below.

We wish you success in the June 2019 examination session.

DDJ Fredericks

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