FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 2

ADMINISTRATIVE MANAGEMENT 1A

AMM511S
QUESTION 1

Define the following terms and illustrate with examples. Make use of paraphrasing when you are consulting other sources. Make use of in-text citations as well as listing your sources under the references at the end of assignment.

1.1 Budget

A budget is a plan that includes projected income and expenses for a business for a given period of time. Budgets are created for each department or operating unit and for the business as a whole. Businesses create yearly budgets and may break down these plans into quarterly or monthly budgets. Administrative assistant who are responsible for ordering office supplies, may have a budget amount that has been approved for supplies. Permission should be obtained from the supervisor, if your budgeted amount is going to be overspent.

1.2 Customer services

Fulton-Calkins (2011) defines customer service as the ability of an organisation to consistently give customers what they want and need. This attitude and commitment is called customer focus. Customer service is directly related to the marketing concept, which is the cornerstone of marketing. The focus of the marketing concept is on the way in which the organisation interacts with its customers.

1.3 Income statement

- The income statement is a financial document that shows the income, expenses and profit or loss of an organisation for a given period of time.
- Chen (2019) states that an income statement is one of the three important financial statements used to report on a business financial performance over a specific accounting period. The income statement is also known as the profit and loss statement or the statement of revenue and expense, the income statement primarily focuses on company’s revenues and expenses during a particular period.

1.4 Apprenticeship

The word *apprenticeship* originates from the Old French *apprentiz* meaning "someone learning". An apprenticeship is when someone is in a state or condition of learning from a master in a specific field for example a carpenter according to Vocabulary (2019). Numerous trades allows people learn a specific trade through an apprenticeship. This involves working alongside an experienced person, who shows the apprentice how to do the various tasks involved in the trade.

QUESTION 2

Read the following case study and answer the questions that follow.

Mr Roman Litula purchased a new Bosch refrigerator from Ms Julia Negumbo at Home Corp in Windhoek on Tuesday. The new refrigerator was delivered and the old one was removed. The next morning Mr Roman Litula noticed that all his frozen foods were ruined, because the freezer section of the refrigerator was not getting cold. Mr Roman Litula was furious and called Ms Julia Negumbo the sales person the next morning. She said she would send somebody over immediately. The repair person determined that the refrigerator’s compressor was not working. He told Mr Roman Litula that it would take two weeks to get another refrigerator delivered. Mr Roman Litula called Ms Julia Negumbo and demanded that a new refrigerator be delivered today. Ms Julia Negumbo called...
around and located another refrigerator in a company warehouse in Okahandja. However, the soonest Ms Julia Negumbo can get this refrigerator delivered is Friday. Mr Roman Litula is furious and threatening to take his business to another store.

2.2.1 Indicate whether this case study is a justified or an unjustified complaint. (2)
This is justified complaint.

2.2.2 State the reasons for your answer in 2.2.1. (3)
- The repair person discovered that the compressor of the refrigerator was not working.
- The product was faulty and the customer was not at fault in why the refrigerator was not working.
- The customer met all the necessary requirements and the hire purchase was approved and therefore he paid the deposit. He expects a product in a good condition and in working order.

2.2.3 Which four (4) strategies can you give Ms Julia Negumbo to deal with this angry customer? (4)
- Listen: be open-minded. Do not take the complaint personally.
- Respond: Show concern and empathy, and apologise for any inconvenience. Put yourself in their position.
- Decide on action: What action will influence you here? Is the complaint justified? What is the company's policy? You may need to seek advice from your supervisor.
- Take the necessary action: Whatever action you decide to take (with the approval of the customer), make sure you act promptly.
- Follow-up: Always follow up the action you've taken and confirm that the customer is happy with the result.

2.2.4 Discuss the five (5) reasons why customers complain about an organisation's products or services. (5)
- Not keeping promises

If you give a promise ensure you keep it. Some promises sound great but if they have not been kept this may lead to multiple complaints, distrust and switching to competitors.
- Poor customer service

When customer service representatives are not trained properly, keep the customers waiting for a long time and do not resolve issues, this is call poor customer service. When customers always hear your business voice message or wait for about a week for an e-mail reply they will definitely start complaining. They will not complain to your staff, they will turn to the social media because they want to be heard.
- Rude employees

There are also people who treat customers as if they interfere into their daily routine. It would be a good strategy to keep an eye on this as sometimes rude attitude, inability to listen and interrupting customers may became one the main reasons for your customers to complain publicly and tell the world about your customer service quality. The way they communicate with people is enough to turn the most mild mannered customer against your company.
- Low quality of products or services

If you promise high quality of your products or service and what you deliver is of a lower quality, then be sure your customer will share this bad experience publicly and most likely complain in the social media networks.
• **Hidden information and costs**

Play fair with your customers. Keeping some of your fees hidden and uncovering this in the middle of purchasing process is a frequent reason for a human to complain. The impression given is that your company cheats on its customers.

**QUESTION 3**

3.1 Organisations spend a lot of money monthly on telephone calls. Discuss the measures that organisations can put in place to control the use of telephone in their organisations.

- Some telephone extensions are limited to make only local calls
- Companies can assign certain dialling codes to certain extensions where employees can make direct trunk calls. A trunk call is a long-distance call made within the same country
- Telephone extensions can be limited to only receive incoming calls
- It could be made compulsory for employees to make all their outgoing calls via the switchboard
- Certain telephone systems can make monthly printout at the end of every month, indicating how many calls were made by the different extensions
- A pin code on each extension will ensure that no one else can make calls on that extension
- Some organisations can make use of log books. The user of the extension, record all outgoing calls in the book. This is time consuming and employees might not record all the calls

3.2 Management assistants deal with various types of calls daily. Discuss the issues that you will have to consider when making international calls.

International calls are very expensive and it costs companies a lot of money. It's therefore important that the management assistant treat these calls as priority

- The person answering the telephone in another country may not be fluent in your language
- Speak clearly and slowly
- Do not try to be funny or make a joke because humour differs from nation to nation or group to group
- Consider the time difference
- The international engaged sound is a long beep
- Because of the great distance between foreign countries, there is often a short pause in time between person speaking and the other replying

3.3 List the advantages of making use of mobile telephones.

- Goodman (2019) states that mobile telephones allow family members, friends and colleagues to instant communicate with each other.
- Mobile phones can be used to entertain you while waiting for someone by allowing you to play games to pass by time.
- It can be used to remind you of important meetings and activities to do by setting an alarm to remind you.
- Mobile phones can be used to send data, photos, videos, news instantly to a large group of people.
- The device can be used as a utility device for example as a torch, storage device, camera, calculator, calendar and more other utility devices.
QUESTION 4

4.1 Strategic planning in an organisation is done by:
   a. Middle managers
   b. Top managers
   c. Supervisory managers
   d. Non-supervisory employees
   e. None of the above

4.2 A set of rules governing the behaviour of all members of an organisation is called a/an:
   a. Virtual organisation
   b. Organisational structure
   c. Code of business conduct
   d. Ergonomic structure
   e. None of the above

4.3 A graphic illustration of the formal structure of an organisation is called a/an:
   a. Participatory management chart
   b. Organogram
   c. Flow chart
   d. Direction chart
   e. None of the above

4.4 Refers to a platform where organisations showcase their products and services to the public
   a. Exhibition
   b. Symposium
   c. Convention
   d. Banquette/Gala dinner
   e. Seminar

4.5 A type of event which may be organised by an event co-ordinator:
   a) Corporate events
   b) Personal or family events
   c) Public event
   d) Government or political
   e) All the above
   f) None of the above

4.6 Mail marked “urgent” should:
   a) Wait for the manager’s return
   b) Filled alphabetically right away
   c) Handled immediately
   d) Responded to the same day
   e) C & D

4.7 ________is the movement of money into or out of a business. It is usually measured during a specific period.
   a) Fixed costs
   b) Variable costs
   c) Sponsorship
   d) Cash flow
   e) All the above
4.8 Using a planner or making a "to do" list everyday
   a) Is a waste of paper.
   b) Helps keep things "in sight, in mind"
   c) Takes too long to complete
   d) Not useful at all
   e) None of the above

4.9 A strategy can be defined as:
   a) Designed to be the end of tactical planning
   b) A plan designed to reach long-term objectives
   c) A specific, narrow plan designed to achieve tactical planning
   d) None of the above

4.10 When Mark the manager communicates his department's resource
    needs to company headquarters, which interpersonal role is he fulfilling?
    a) Disseminator
    b) Liaison
    c) Figurehead
    d) Leader
    e) Resource allocator
REFERENCES

