FEEDBACK TUTORIAL LETTER

1ST SEMESTER 2020

ASSIGNMENT 1

ADMINISTRATIVE MANAGEMENT 1A

AMM511S
Feedback Assignment 1

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

**QUESTION 1**

1.1 Top managers are engaging in ____ planning.
   
   A. Operational  
   B. Tactical  
   C. Strategic  
   D. Institutional  
   E. None of the above
   
   **ANSWER: C**

1.2 The two basic components of organisational culture are:
   
   A. Stories and sagas  
   B. Rites and ceremonies  
   C. Language and symbols  
   D. Shared values and expectations  
   E. None of the above
   
   **ANSWER: D**

1.3 When Mark the manager communicates his department's resource needs to company headquarters, which interpersonal role is he fulfilling?
   
   A. Disseminator  
   B. Leader  
   C. Liaison  
   D. Figurehead  
   E. Disturbance handler
   
   **ANSWER: C**

1.4 In which role is it required that the manager is an entrepreneur, be a disturbance handler, a resource allocator and a negotiator?
   
   A. Decisional role  
   B. Interpersonal role  
   C. Informational role  
   D. Liaison role  
   E. Spokesperson role
   
   **ANSWER: D**

1.5 One of the earliest and most enduring descriptions of managerial roles comes from:
A. Cyril Ramaphosa
B. Henry Mintzberg
C. Donald Trump
D. Henry Ford
E. None of the above
ANSWER: B

1.6 The seating layout in the diagram refers to:
A. Theatre layout
B. Boardroom style
C. Conference setup
D. Banquette style
E. U-shape
ANSWER: A

1.7 A plan or initial event design or suggestion that is presented to a person or group of people to consider.
   a) Proposal
   b) Sponsorship
   c) Workshop
   d) Banquet
   e) Convention
   ANSWER: A

1.8 ______ refers to the overall management of the risk strategy of the event, ranging from risks analysis to compiling an incident report.
   a) Risk treatment
   b) Risk evaluation
   c) Risk assessment
   d) Risk analysis
   e) Risk management
   ANSWER: E

1.9 This type of seating layout is ideal to use at gala dinners, awards ceremonies or formal occasions
   a) Theatre layout
   b) Boardroom style
   c) Conference setup
   d) Banquette style
   e) U-shape
   ANSWER: D

1.10 ______ is an event designed for people to gather together for a few hours to celebrate, honour, teach, sell, or observe human endeavours.
    a) Special event
    b) Seminar
c) Workshop
d) Conference
e) Congress
ANSWER: A

QUESTION 2

Answer the following essay questions. Pay attention to the mark allocation of a question.

2.1 Customers are key in any organisations. Distinguish between internal and external customers. Illustrate with appropriate examples. (4)

Internal customers include those who work every day to make your operation a success: your employees. Example a clerk in the finance department provides the salary officer with the overtime claim forms of the employees at Nampost.

External customers is someone who uses your company's products or services but is not part of your organisation. If you own a retail store, for example, an external customer is Ms Nampala enters Pick 'n Pay to buy supplies such as bread, flower and other essentials she would need to make dinner for her family tonight.

2.2 Managers are required to fulfil certain roles within an organisation. Name the three roles a manager must exercise in the informational role. In table form explain the activities that are being carried out in each of these roles. (6)

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>ROLE</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational role</td>
<td>Monitor</td>
<td>Leaders must monitor their subordinates to see that the required tasks are being done at the appropriate time.</td>
</tr>
<tr>
<td></td>
<td>Disseminator</td>
<td>Forward any new information or announcements to the staff members via email, letters or reports</td>
</tr>
<tr>
<td></td>
<td>Spokesperson</td>
<td>Act as a spokesperson of the organisation and addresses or brief the media on certain issues. Not everybody can speak on the company's behalf, it must always be the designated spokesperson.</td>
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</tbody>
</table>
2.3 Management consist of five functions. Discuss planning as one of these functions.

- Proper planning will allow that the organisation run smoothly.
- Involves defining a goal and determining a most effect course of action to reach the set goal
- The planner must coordinate with all levels of management within an organization.
- The planner must have knowledge of the company's resources and he/she must be aware of the future objectives of the business.

2.4 Name and discuss two types of planning that are being done within an organisation.

**Strategic planning**
- Strategic planning has a time frame of three years or more.
- Strategic planning generally includes the entire organisation and includes formulation of objectives. Strategic planning is often based on the organisation's mission, which is its fundamental reason for existence.
- The organisation's top management is responsible to conduct strategic planning.
- Strategic planning involves analysing competitive opportunities and threats, as well as the strengths and weaknesses of the organisation, and then determining how to position the organisation to compete effectively in their environment.

**Tactical planning**
- Tactical planning is intermediate-range planning that is designed to develop relatively concrete and specific means to implement the strategic plan.
- Middle-level managers are responsible for tactical planning.
- Tactical planning has a time frame of one to three years.

**Operational planning**
- Operational planning generally assumes the existence of objectives and specifies ways to achieve them.
- Operational planning is short-range planning that is designed to develop specific action steps that support the strategic and tactical plans.
- Operational planning usually has a very short time horizon, from one week to one year.
2.5 There are different players involved when organising an event. Differentiate between an event producer and an event co-ordinator. Describe the different tasks that of each one performs.

Event Producer

- Is also called a professional service provider.
- An event producer is responsible for supervising and coordinating an event from the beginning to the end.
- He/she is required to manage all the staff and the vendors.
- They direct the participation of clients and other attendees.

Event Co-ordinator

- An event co-ordinator is a person that brings together all the participants of an event.
- His/her focus is to ensure they work towards the same goal.
- Some of the tasks that an event coordinator is responsible include delegate-handling, administration, cuisine, equipment, technicians and security.

2.6 Events companies are required to organise different categories of events. Distinguish between two corporate events, and two political events. Elaborate what was happening at such an event.

Corporate events include any of the following. Students had to explain what was happening at each event.

- **Year-end function** - happens once a year where the employer celebrates the end of a successful year. Usually employees are awarded with certificates of long service, speeches are given etc.

- **Workshop** - participants that attend a workshop acquire new skills. Participants actively take part in exercises or role play related to a specific topic. There is a programme and a master of ceremonies run the programme and introduces the speakers and make announcements etc. Presentations are made on a common topic or area of interest for a target group

- **Team building** - the action or process of causing a group of people to work together effectively as a team, especially by means of activities and events designed to increase motivation and promote cooperation.

- **Product launch** - refers to the process of introducing a new product to the market. It indicates the point at which consumers first have access to a new product.
• **Gala dinners** – is an extravagant event where participants come to a big party. They dress up in semi-formal or formal ball gowns and suits and are often organised to raise funds.

Political events include any of the following. Students had to explain what was happening at each event.

• **Inauguration of new president** – this is a ceremonial event centered on the formal transition of when a new president must be sworn into office, usually in democracies where this official has been elected. At this occasion the swearing of an oath of office is undertaken.

• **Elections** - a formal and organized choice by vote of a person for a political office or other position.

2.7 Companies believe that sponsorships are a great way to broaden their competitive edge by improving the company’s image and reputation.

2.7.1 Define the term sponsorship.

**Sponsorship**

• Smith (2015) defines event sponsorship as a financial support of an event which include money, products or services.

• In return a sponsor will receive brand recognition, positive media coverage, visibility, prestige etc.

• money that is given, usually by company to support a person, organization or activity.

2.7.2 Various types of sponsorships may occur. Name and discuss some of the benefits that a lead sponsor will gain when sponsoring an event such as the annual Career Fair at NUST.

• Corporate branding on all event material including banners, brochures, and advertisements

• Websites

• Promotional opportunities

• Complimentary tickets

• Media coverage

• **Corporate branding on all event material including banners, brochures, and advertisements** (all correspondence or marketing communication of event will carry the lead sponsor’s branding)

• **Websites** – corporate logo of lead sponsor will appear on the homepage of the event website
- **Promotional opportunities** – will have an opportunity to make a presentation promoting the organisation.

- **Complimentary tickets** – receive a certain number of complimentary tickets for employees of the organisation to attend the event.

- **Media coverage** – will be mentioned and will feature in any articles published in the media, ensuring positive media coverage on a continuous basis. The organisation will equally be affected in case of negative media coverage.

**TOTAL MARKS FOR ASSIGNMENT 01: 50 MARKS**