FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 2

INTRODUCTION TO BUSINESS MANAGEMENT

BMI511S
1. You are the human resources manager of Success Portfolio Ltd. You have decided to do your recruitment for the position of a financial analyst by means of head-hunting. This means that you will have to recruit by …

   a) placing an advertisement in the local newspaper.
   b) visiting schools and universities to find prospective applicants.
   c) placing an advertisement on the internet.
   d) offering the job to someone whom the management of Success Portfolio Ltd knows personally.

2. Margaret Whitman, the chief executive officer (CEO) of eBay, announced her plans to retire at the beginning of 2008. She had served in the position for 10 years and was popularly known as Meg Whitman and “darling of the internet”. In 2007, she accepted the Lifetime Achievement Award for the community of buyers and sellers that makes up eBay.

   As CEO of eBay, Whitman had ________________ power. This is a form of ______________ power.

   a) Referent; positional; informal
   b) Referent; positional; formal
   c) Legitimate; personal; formal
   d) Legitimate; positional

3. Identify the correct operational process used by BMW, a motor vehicle manufacturer.

   a) project processes
   b) jobbing processes
   c) batch processes
   d) mass processes

4. A jeweler is an example of a ________________ system

   a) project
5. Employee performance in organisations is determined mainly by three factors:

   a) **motivation, ability and resources to do the job**
   b) desire, willingness and resources to do the job
   c) salary, motivation and work environment
   d) capability, willingness and resources to do the job

6. Which of the following could not be classified as an effective and efficient operation, and that could be a disadvantage for a business.

   a) It can reduce cost
   b) **increase the revenue**
   c) increase the amount of investment
   d) can provide the impetus for new innovation

7. The performance objectives of an operation are related to the numerous customer needs. Which of the following is not one of these performance objectives.

   a) Higher quality and lower costs
   b) Shorter lead time
   c) **Low flexibility**
   d) Low reliability

8. For the purpose of quality planning and control, it is necessary to define certain quality characteristics that relate directly to the design specifications for products and services. Which quality characteristics is not often used?

   a) Performance ability
   b) Reliability
   c) Durability
   d) **Limited customer contact**

9. When an organisation purchases an important strategic item, which of the following qualities will it regard as most important when deciding on a supplier?
a) Price, quality and delivery  
b) Location, cost and value  
c) Financial stability, managerial and technical ability  
d) Technical ability and quality

10. From an operations point of view the transformation process involves... Choose the one correct option.

a) Operations design, controlling and improvement  
b) Information analysis, setting of quality standards, and production  
c) Inputs, operating processes, and product or service outputs  
d) Market identification, assessment of satisfaction, and product or service redesign

QUESTION 2

2.1 Julia Amadhila is the marketing manager of a large ladies clothing enterprise called Fashion Wear. A new range of fashionable clothing has just been designed and after the market segmentation process, Julia describes the selected/identified market segment as follows: “unmarried, outgoing women between the age of 18 and 28 years of age, with an income of more than N$230 000 per year, and who lives in Windhoek”.

Identify the segmentation criteria Julia used to identify this market segment. Motivate your answer.

(6)

Proposed answer

- Julia has used geographic (women who live in Windhoek),
- demographic (unmarried women between 18 and 25 years of age, income of more than N$230 000) and
- psychographic (outgoing) criteria to segment the market.
2.2 As a human resources consultant, why would you advise an employer against external recruitment?

(6)

Proposed answer

- New employees not known to management – could lead to misplacements.
- More expensive than internal recruiting.
- Longer induction periods required.

QUESTION 3

3.1 Discuss three factors that influence consumer behavior.

(6)

Proposed answer

- Cultural factors – Influence the way an individual will respond towards certain G&S, factors such as social traditions / cultural differences, transmitted from one generation to another
- Social factors – reference groups, family, roles,
- Status, associations, etc
- Personal factors – age, occupation, lifestyle, economic circumstances, personality
- Psychological factors – influence a person's behaviour are motivation, perception, learning, beliefs attitudes, etc.

Any three could be discussed

3.2 Mrs Maletsky always purchase sunlight dishwashing liquid as the product is of a good quality. If this product was not properly introduced to Mrs Maletsky, it would have remain unknown and therefore unloved. Consumers gradually moves through phases of loyalty. Discuss.

(6)

Proposed answer

- Consumers show a loyalty to a certain brand
Consumer moves through three phases of loyalty:

- Brand recognition
- Brand preference
- Brand insistence

Result of building and maintaining a long-term relationship with the customer

QUESTION 4

What type of layout would clothing stores consider and why? (3)

Proposed answer

- Cellular layout (hybrid layout) - In this layout, specific processes are placed in a cell, which is then arranged according to either a process or a product layout
- Each department functions as an independent cell with its own layout and the same applies to ladies’ and children’s departments.

QUESTION 5

When Managers plan the direction of the organisation they sometimes forget that the process could be very costly. Discuss. (3)

Proposed answer

- Planning may create rigidity – deviate, inflexibility/bent
- Planning consumes management time and energy
- Formal plans may diminish intuition and creativity
- Planning could cause delays in decision-making

Any three could be discussed