

UNIVERSITY OF KWAZULU-NATAL
SCHOOL OF AGRICULTURAL, EARTH & ENVIRONMENTAL SCIENCES
DIETETICS & HUMAN NUTRITION
EXAMINATION: NOVEMBER 2013
SUBJECT, COURSE & CODE: FSMT 333 P2
MANAGEMENT, THEORY & PRACTICE

DURATION: 3 HOURS

TOTAL MARKS: 125

External Examiner: Dr R Lategan
Internal Examiner: Dr N Wiles

NOTE: THIS PAPER CONSISTS OF TWO (2) PAGES. PLEASE SEE THAT YOU HAVE THEM ALL.

QUESTION 1:

Managers are required to use resources in order to satisfy their customers and achieve organisational goals. Discuss the **two** key factors that are important in ensuring that these resources and goals result in a high performing organisation. You may use a diagram to explain your answer. Total (½ x 30) [15]

QUESTION 2:

You are a Nutrition Manager for a rehabilitation centre called Rags to Riches. You have advertised a position for an Administrative Officer and interviews will be taking place next week.

- 2.1 Discuss the options that you have available when deciding on what type of interview to conduct. (½ x 28) [14]
 - 2.2 Describe what types of questions you can use during the interviewing process, giving examples based on the position you are looking to fill. (½ x 12) [6]
 - 2.3 List typical problems to avoid when conducting the interview. (1 x 10) [10]
- Total [30]

QUESTION 3:

- 3.1 Discuss the advantages and disadvantages of the planning and development of a budget in a foodservice unit. (½ x 30) [15]
 - 3.2 Both overcharging and undercharging for meals can be a problematic situation. Discuss various methods that can be used to determine the selling price of your menu items. (½ x 20) [10]
- Total [25]

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QUESTION 4:

Your bakery, Cloud Nine Cupcakes are about to introduce a new range of gourmet cupcakes. Evaluate these new cupcakes in terms of:

- the market segmentation,
- the market targeting, and
- the market positioning of these products

Justify your evaluations.

Total ($\frac{1}{2} \times 30$) [15]

QUESTION 5:

After several months Cloud Nine Cupcakes has decided to relocate to a new shopping centre across town. You anticipate that your staff may have problems accepting this new change.

- 5.1 Discuss why you think your staff may have these problems and; ($\frac{1}{2} \times 10$) [5]
5.2 What you would do to overcome them. ($\frac{1}{2} \times 10$) [5]

Total [10]

QUESTION 6:

You have been tasked to arrange the planning and presentation of a training workshop for community health workers from the clinics and hospitals in your district.

- 6.1 What attributes will you look for in the person you select to head the project? ($\frac{1}{2} \times 16$) [8]
6.2 Define scope management and explain the various aspects of scope management that you should consider for this project.

($\frac{1}{2} \times 24$) [12]

Total [20]

QUESTION 7:

Describe useful criteria that should be considered when screening venture ideas.

Total (1 x 10) [10]