



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MANAGEMENT: FARMING N4

30 Mei 2024

This marking guideline consists of 8 pages.

QUESTION 2: FARMING MANAGEMENT

- 2.1 2.1.1 True
 2.1.2 True
 2.1.3 False
 2.1.4 False
 2.1.5 True
(5 × 1) (5)
- 2.2
 - Legitimate power
 - Power of reward
 - Power of compulsion
 - Referential power(4)
- 2.3 2.3.1 Production management are all activities that occur to produce goods.
- 2.3.2 Line organisation is an organisation where one person is the immediate head of the employee and gives instructions, or an organisation with a narrow span of control, and therefore authority and responsibility are clearly defined.
- 2.3.3 Coincidental occurrences are the unplanned or unforeseen factors outside the control of management that will cause the actual output to deviate from the planned output.
- 2.3.4 Personal objectives are objectives which are not quantifiable and therefore not always clearly described.
(4 × 2) (8)
- 2.4
 - Routine decisions are often repeated and can be delegated to others.
 - Rational decisions are based on an analysis of different aspects of a problem.(2 × 2) (4)
- 2.6
 - A group should always have a leader.
 - The success of a group depends on whether the followers accept the leadership style of the leader.
 - With time the interaction amongst group members leads to group norms.
 - Group cohesion indicates the extent of influence that the group has on individual members.
 - Groups are interdependent.(5 × 2) (10)
- 2.6
 - Financial objectives
 - Personal objectives(2)

[33]

QUESTION 3: MANAGEMENT FUNCTIONS IN THE FARMING ENTERPRISE

- 3.1 3.1.1 A
 3.1.2 C
 3.1.3 B
 3.1.4 D
 3.1.5 C

(5 × 1) (5)
- 3.2
 - It is aimed at a period of 3-10 years and longer.
 - It is focused on the total business.
 - It is future orientated.
 - It allows for constant adaptation to changes in the environment.
 - It is designed in broad definition rather than specific particulars to keep the business on track.

(5 × 1) (5)
- 3.3
 - Record all the available resources.
 - Determine the potential of available land.
 - Plan crop production.
 - Plan animal production.
 - Plan the use of machinery, farm implements, buildings and labour needs.

(5 × 2) (10)
- 3.4
 - Set the achievement standard/performance standards
 - Performance measurements
 - Evaluation of performance
 - Corrections or adaptations

(4)
- 3.5
 - Prepare the employee for training.
 - Use descriptions and demonstrations and reply to the employee's questions when uncertainty arises.
 - Allow the employee to actively take part in the training sessions.
 - Follow the employee's progress in the execution of the newly acquired skill or knowledge.

(4 × 2) (8)
- 3.6
 - Cost allocation.
 - Profitability of each branch.

(2)
[34]

QUESTION 4: FARMING AS AN ENTERPRISE

- 4.1
- Decision making
 - Communication
 - Motivation
 - Co-ordination
 - Delegation
 - Discipline
- (6)
- 4.2
- Creating and maintaining a practical administrative system which arranges the flow of information between departments.
 - Creating a reliable reporting system for other managers.
 - Keeping a corporate database for all information from all departments.
 - Keeping a trustworthy information retrieval system. (4 × 2)
- (8)
- 4.3
- 4.3.1 Legislation
- 4.3.2 Internal restrictions
- 4.3.3 Environmental restrictions
- 4.3.4 Internal restrictions
- (4 × 1) (4)
- 4.4
- 4.4.1 Is the information obtainable by a farmer from outside to improve his/her production, like public institutions and private organisations?
- 4.4.2 Is the information obtained by a farmer from internal sources to improve his/her production like own records, statements and historical data?
- (2 × 2) (4)
- 4.5 Sustenance/subsistence farming (1)
- 4.6
- Recruitment and selection, appointment and placement, induction and orientation
 - Training and development of employees to improve their work output
 - General maintenance of staff, including remuneration, performance appraisals, promotions, demotions and leave
 - Transfers of employees between different departments, resignations and termination of service
 - Disciplinary and grievance procedures (5 × 2)
- (10)
[33]

QUESTION 5: MODULE 5 MACRO-AGRICULTURAL MARKETING

- 5.1 4.1.1 D
 4.1.2 A
 4.1.3 E
(3 × 1) (3)
- 5.2 • It consists of two parts.✓✓
 • These parts are the First World and the Third World.✓✓
 • Third World is nowadays called the main component of the market because of high consumer numbers, buying power and needs of citizens.
 • Third World market differs drastically from the First World market.
(Any 2 × 2) (4)
- 5.3 • Seasonal supply✓✓
 • Production in small quantities✓✓
 • Nature of the agricultural products✓✓
 • Agricultural market conditions✓✓
 • Marketing position of the farmer✓✓
(5 × 2) (10)
- 5.4 • They prefer fresh produce, vegetables and meat of good quality.
 • They do not have a keen interest on expensive packaging.
 • They do not value mass/weight of goods but rather quantity.
 • Housewives buy small amounts of the most needed items for daily consumption.
(4)
- 5.5 5.5.1 Sale
 5.5.2 Purchase
 5.5.3 Standardisation and grading
 5.5.4 Storage
 5.5.5 Financing
(5 × 1) (5)
- 5.6 • Functional approach
 • Institutional approach
 • Analytical approach
(3)
- 5.7 • Economic aspects include all actions that enable the easy flow or transfer of goods between the buyer and the seller.✓✓
 • Physical distribution of produce are all activities that involve the actual handling of the product from the farm right up to the table of the consumer.✓✓
(2 × 2) (4)

[33]

- 6.4.2
- Price = R 9
 - Quantity = 30
- (2 × 2) (4)
- 6.5
- This orientation values production as the most important activity in the business.
 - Farmers continue to produce goods.
 - Once they have stock, they try to find a market for it.
 - It can be successful where there is an existing buyer's market.
 - All management discussions evolved around production and how to produce more.
- (Any 2 × 2) (4)
- [33]**
- TOTAL: 200**