

BOITUMELO DINTWE

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CCMM511 Assignment 3 (Part-Time Students)

Comments for Student:



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Part 1 - - 19/19 Answered Question, 21.0 / 30.0 Points

- **1 Points** [1. Why would you say it's important for managers to study General Management \(CCMM511\)?](#)
- **5 Points** [2. Pair in the information below the descriptions with the concepts provided. Mr Samuel Trollip, who manufactures fruit juices in Fochville and then distributes these juices to Gauteng and the Free State provinces, contacts you for advice. He says that his sales manager recently told him that he should show a larger decisional role in the business. He says that he is sure he is already adhering to this role and he wants you to assist him in linking what he is already doing with what he believes he is doing.](#)
- **1 Points** [3. Choose the single correct answer from the options provided. Mr Khumalo contacts you and says that the recent increase in petrol prices and VAT in April 2018 resulted in him having to buy products at higher prices from his suppliers, which also leads to an increase in the selling prices of his products. He wants to know from you which environmental power has an influence on his business.](#)
- **2 Points** [4. Choose the single correct answer from the options provided. You use Porters' forces to analyse a client's industry and his business' level of competitiveness. His business receives a mark of 2.8 out of 10 for the bargaining power of suppliers. You explain to him that the meaning of this is as follows:](#)
- **5 Points** [5. Based on the scenario below, provide only the calculated values in the space provided. Example: 0.1 or 0,1 format will be accepted \(give only the answer - no calculations\). Mr Thabo Sithole, the owner of a company called Sinclair Dairies, distributes dairy products which include 16 types of cheese and 7 flavours of yogurt from farmers in the Western Cape to retailers in the Northern Province. Since there is a great deal of competition in this market he started to analyse his market to calculate the level of competitiveness in the market and to determine which strategy he should follow to gain a larger market share. He saw a video by Danny Abramovich on the manner in which one can analyse the market quantitatively. He already started with this analysis \(table below\), but he is now at a point where he does not know how to complete this analysis. He contacts you to complete the calculations in the last column of the table \(a to e\) - write only the value, for example 2.6 or 2,6. LEVEL OF COMPETITIVENESS PORTER GRADE OUT OF 10 WEIGHT WEIGHTED](#)

SCORE Barriers of entry 4 0.15 (a) Bargaining power of customers 8 0.4 (b)
Bargaining power of suppliers 6 0.25 (c) Substitutes 6 0.2 (d)

LEVEL OF COMPETITIVENESS (e) (TOTAL: 5)

- **2 Points** 6. Choose the single correct answer from the options provided. During the calculation of the level of competitiveness as shown by Danny Abramovich, one of your clients received a total weighted score of 5.3. He wants to know from you what this score means.
- **1 Points** 7. In questions 7 to 11 you need to choose the single correct strategy which each of the scenario's depict. Scenario 1 Which strategy would you use if you expand your premises to sell more of the same products to your existing clients.
- **1 Points** 8. Scenario 2 Which strategy would you use if you have an established home industries business and you start a delivery service to attract new clients?
- **1 Points** 9. Scenario 3 Which strategy would you use if you decide, as the owner of a home industry business, to rather manufacture your own baked goods and not rely on consignment sales alone?
- **1 Points** 10. Scenario 4 Which strategy would you use if you decide, as the owner of a home industry business, to buy another struggling home industry business in the vicinity?
- **1 Points** 11. Scenario 5 Which strategy would you use if you decide, as the owner of a home industry business, to buy a toy shop which is situated opposite your business?
- **1 Points** 12. Choose the single correct answer from the options provided. See the figure below. If the size of the circles indicates the amount of effort a manager spends on execution of each of the skills in each circle, which management level would the figure in totality represent?
- **1 Points** 13. Choose a true or false answer based on the statements below. Statement It is possible for managers to make routine decisions within the context of uncertain conditions.
- **2 Points** 14. Choose the single correct answer from the options provided. During the second step in the decision making process managers are expected to set objectives (goals) on which they can based their decisions. The management of Checkers contacts you and state that they identified a few possible objectives and they want you to tell them which one of the following objectives is measurable.
- **1 Points** 15. Choose the single correct answer from the options provided. Which one of the following functional areas of management would have the largest impact on your success if you decide to establish a CTM (Ceramic Tile Market) in the area you live in? (take into account that there are no other competition)?
- **1 Points** 16. Choose the single correct answer from the options provided. The element in the macro environment which would have the greatest influence on the success of a company such as Dis-chem is.
- **1 Points** 17. Choose the single correct answer from the options provided. Which one of the following well known South African based companies would be less likely to focus on enhancing their strategic managers' global awareness competencies?
- **1 Points** 18. Choose the single correct answer from the options provided. After the discovery last year of listeriosis at Enterprise and Rainbow Chickens the CEO, Lawrence MacDougall, decided to stop production at both these establishments for further investigation. Which type of decision would you say, he made in this regard?
- **1 Points** 19. Choose the single correct answer from the options provided. Based on your overall knowledge of General Management - Which managerial task lead to the

situation Tiger Brands were in last year with the discovery of listeriosis at Enterprise and Rainbow Chickens?

Part 1 of 1

- Question 1 of 19:

0.0

 / 1.0 Points

Why would you say it's important for managers to study General Management (CCMM511)?

☐ A.

It enables managers to implement the business functions inter-dependently in the business.

☐ B.

It enables managers to identify strategic solutions to managerial issues.

☒ C.

It provides managers with an overview of the business environments and how factors in the business environments can influence the functioning of the business.

☐ D.

It enhances managers' knowledge and skills of the managerial tasks.

Answer Key:D

Comments for Student:

Type 2 or more characters for results.

Attachments

No Attachment(s) yet

- Question 2 of 19: 5.0 / 5.0 Points

Pair in the information below the descriptions with the concepts provided.

Mr Samuel Trollip, who manufactures fruit juices in Fochville and then distributes these juices to Gauteng and the Free State provinces, contacts you for advice. He says that his sales manager recently told him that he should show a larger decisional role in the business. He says that he is sure he is already adhering to this role and he wants you to assist him in linking what he is already doing with what he believes he is doing.

1. A.

Negotiator

2. B. None of the Above

3. C.

Disturbance handler

4. D.

Resource Allocator

1.

He ensures that he continuously apply the economy of scale principle when he buys raw materials.

2.

He makes sure that he appears regularly in the local paper to provide information regarding the fruit juice industry.

3.

He extended his vehicle fleet insurance a year ago to ensure that mechanical transport problems are quickly solved.

4.

Every morning he reads the paper to determine how he can achieve a competitive advantage above his competitors.

5.

He always makes sure that there are enough people available to transport his products to the various outlets.

Answer Key: 1:A, 2:B, 3:C, 4:B, 5:D

Comments for Student:

Type 2 or more characters for results.

Attachments

No Attachment(s) yet

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Question 3 of 19:

1.0

/ 1.0 Points

Choose the single correct answer from the options provided.

Mr Khumalo contacts you and says that the recent increase in petrol prices and VAT in April 2018 resulted in him having to buy products at higher prices from his suppliers, which also leads to an increase in the selling prices of his products. He wants to know from you which environmental power has an influence on his business.

☐ A.

Suppliers, Market environment

☐ B.

Transport, Macro environment

- ☒ C.
-

Economics, Macro environment

- ☐ D.
-

Politics, Macro environment

Answer Key:C
Comments for Student: