



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MANAGEMENT: FARMING N4

(4090544)

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
MANAGEMENT: FARMING N4
TIME: 3 HOURS
MARKS: 200




INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
 2. Read all the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Start each question on a new page.
 5. Use only a black or blue pen.
 6. Write neatly and legibly.
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SECTION A**QUESTION 1**

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.10) in the ANSWER BOOK.


- 1.1 Goods that permanent citizens of a specific country produce within the boundaries of that country in a specific period of time.
- A GDP 
B GPD
C GNP
D NDP
- 1.2 When a farmer implements new ideas to enhance his/her farming practice, that farmer is said to be ...
- A a problem solver.
B innovative.
C a good manager.
D a coordinator.
- 1.3 A state in the market where products supplied are equal to what consumers wish to buy.
- A Market stability 
B Market equilibrium
C Cobweb
D Elasticity in demand
- 1.4 A balance sheet cannot be used to measure this performance standard.
- A Financial liquidity
B Net value
C Financial solvency
D Human resource efficiency
- 1.5 This is a leadership power where the manager demands of his subordinates to execute duties.
- A Rewarding power 
B Legitimate power
C Personal power
D Compulsion power




- 1.6 An individual farmer can hardly influence market prices because of weak ...
- A negotiation power.
 - B production power. 
 - C innovative power.
 - D marketing power.
- 1.7 A country with low a population growth rate will always have ... on farms.
- A an older work force
 - B a younger work force
 - C a young and old work force
 - D a low-cost work force
- 1.8 The core duty of this department on a farm is to ensure that working conditions are such to retaining staff and attracting new quality staff into the business.
- A Marketing department 
 - B Production department
 - C Finance department
 - D Human resource department
- 1.9 ... determines specifications that a product must comply with in order to qualify for a certain grade.
- A Production
 - B Grading
 - C Classification
 - D Standardisation
- 1.10 Farmers who produce statutory products use this distribution channel.
- A Free market 
 - B Agents of the board
 - C Speculators
 - D Controlled markets

(10 × 1) [10]

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK.


- 2.1 Between 1980 and 1992 the gross domestic product growth rate was at an average of 2,8%. 
- 2.2 The main aim for South Africa to enter into trade agreements with other countries was only to protect her own agricultural sector.

- 2.3 General performance measurement on the farm can only be possible if the manager keeps an accurate record system.
- 2.4 It is easy to co-ordinate production activities of all farmers in an area to market their goods at the same market. 
- 2.5 An effective plan of a farm manager is based on proper understanding and comprehension of achievable objectives.
- 2.6 Expanding the farming operation is a short-term objective of South African farmers. 
- 2.7 An objective in marketing is more than a mere prediction.
- 2.8 The processing of milk into by-products like cheese is a primary marketing activity.
- 2.9 Formal and informal communication techniques reduce effective communication in farming businesses. 
- 2.10 Generic and collective advertising campaigns do not stimulate the demand of individual farmers' products.

(10 × 1)

[10]**QUESTION 3**

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (3.1–3.5) in the ANSWER BOOK.



COLUMN A		COLUMN B	
3.1	Suppliers of inputs	A	influences decision-making process
3.2	Transport	B	sender, receiver and message
3.3	Maximum prices of agricultural products	C	secondary activity on a farm
3.4	Financial status of the farmer	D	floor prices 
3.5	Communication process	E	primary activity in a market
		F	mediators
		G	ceiling prices

(5 × 1)

[5]



QUESTION 4

Give ONE term for each of the following descriptions by writing it next to the question number (4.1–4.5) in the ANSWER BOOK.

- 4.1 The manager systematically follows all the steps in taking a decision based on different aspects of a problem. 
- 4.2 A target that a farmer sets for him-/herself and the farming operations.
- 4.3 A marketing form where profit is an incentive behind all activities performed.
- 4.4 Products' sensitivity of demand to price changes of that particular product.
- 4.5 A document that guides a particular operation and assists employees in the execution of their jobs. 

(5 × 1)

[5]**TOTAL SECTION A:****30****SECTION B****QUESTION 5**



- 5.1 State TWO aspects about the nature of agricultural markets that influence farmers. (2 × 2) (4)
- 5.2 Agricultural activities contribute to the economic growth.
Discuss how the agricultural sector interacts with the economy of a country.  (5 × 2) (10)
- 5.3 List THREE market forms that are used by agricultural industries worldwide. (3)
- 5.4 State any FIVE structural changes that took place within the South African agricultural sector since 1980. (5 × 2) (10)
- 5.5 Name THREE main role players in agriculture. (3)
- 5.6 Define the following terms:
- 5.6.1 Income stability 
- 5.6.2 Balance of payment

(2 × 2)



(4)

[34]

QUESTION 6

- 6.1 Formulating objectives is not an easy task as it is difficult to define what farmers want to achieve.
- 6.1.1 State any FIVE considerations that are important to farmers when defining and achieving objectives.  (5 × 2) (10)
- 6.1.2 List FOUR requirements to which sound objectives must adhere. (4)
- 6.2 Name FOUR types of decisions. (4)
- 6.3 The management needs to understand the dynamics of groups within an organisation.
- State FIVE characteristics of groups in farming businesses. (5)
- 6.4 Discuss the production management system on a farm in detail. (5 × 2) (10)
- 
- 6.5 What is the organisational structure in an agricultural sector called in which one person is in charge and gives instructions? (1)
- [34]**

QUESTION 7

- 7.1 Good communication is essential in a farming enterprise as it gives necessary information to both employers and employees.
- List SIX guidelines that need to be followed to achieve effective communication.  (6)
- 7.2 Explain how a farmer can improve the efficiency of labour training when conducting training sessions. (4 × 2) (8)
- 7.3 Name SEVEN techniques that are tools for farmers to achieve effective planning in farming enterprises. (7)
- 7.4 The management-by-objectives approach is based on the assumption that having a management system in place is better than no management system.
- Give the NINE steps that comprise the management-by-objectives approach. (9)
- 7.5 State FOUR aspects that should be provided by a proper record.  (4)
- [34]**

QUESTION 8

- 8.1 Describe TWO main groups of activities that form part of the food marketing system in the processing of food supplies. (2 × 2) (4)
- 8.2 Discuss FIVE factors that affect the supply position of agricultural goods for individual farmers. (5 × 2) (10)
- 8.3 List THREE types of risks that may result in possible damage of goods in the process of transferring them to consumers. (3)
- 8.4 Market information is any information relevant to production and marketing of goods.
Discuss the THREE categories of market information in agriculture. (3 × 3) (9)
- 8.5 Name any FOUR external environmental factors that affect agricultural marketing. (4)
- 8.6 Define the following terms:
- 8.6.1 Elasticity of demand for a product
- 8.6.2 Macro marketing approach (2 × 2) (4)
- [34]**

QUESTION 9

- 9.1 List FIVE distribution channels that are commonly used by individual South African farmers. (5)
- 9.2 Define the following terms:
- 9.2.1 Target market
- 9.2.2 Marketing
- 9.2.3 Marketing objectives (3 × 2) (6)
- 9.3 List the FOUR elements of the marketing mix and provide determinants of each. (4 × 2) (8)
- 9.4 When a farmer is performing situational analysis of a marketing strategy, he/she also uses a SWOT analysis as one of the steps.
Explain what this technique entails. (9)

- 9.5 Name FOUR strategies that were previously used to stabilise agricultural prices in South Africa. (4)
- 9.6 Describe how the cobweb theory differs from equilibrium theory. (2)
- [34]

TOTAL SECTION B: 170
GRAND TOTAL: 200