

UNIVERSITY OF FORT HARE
CONTINUOUS ASSESSMENT PAPER COVER

1. **FINAL TEST (IN CONTINUOUS ASSESSMENT) FIRST SEMESTER 2023**

2. TIME.....9h00-12h00..... DATE: 2 JUNE 2023 3. MARKS.....**100**.....

4. SUBJECT CODE : HAM311E

PAPER DESCRIPTION :

SUBJECT CODE:

H	A	M	3	1	1	E
---	---	---	---	---	---	---

--	--	--	--	--	--	--

5. INTERNAL EXAMINERS: MS KHOMOTJO KGARE PABX:

DR UNATI STEMELA-ZALI

6. EXTERNAL EXAMINERS: DR KATERINA EHLERT

7. INSTRUCTIONS TO CANDIDATES:

1. This paper Comprises of 7 questions. Please answer all nine questions.
2. Please **number each question** accurately.

.....

DATE STAMP

GENERAL INSTRUCTIONS

This paper comprises of 7 questions.

Please read all your questions carefully and look at the mark allocation before answering the questions.

Please **number each question** accurately.

Question 1

10 Marks

This section contains multiple choice question. Please answer the questions by writing the question number and the letter representing your answer e.g., 1F

1. When buying equipment of less than R10 000 in the public sector, how many quotations are you required to submit from different suppliers? (1)
 - A. Three quotations from different suppliers
 - B. Two quotations from different suppliers
 - C. There is no need to submit quotations from different suppliers
 - D. Four quotations from different suppliers

2. According to the Batho Pele Principle 1, citizens can be consulted on the nature, quantity, and quality of needs through the following platforms: (1)
 - A. Imbizo
 - B. Posters
 - C. Pamphlets
 - D. Radio

3. Which Sustainable Development Goal (SDG) is focused on good health and wellbeing? (1)
 - A. SDG 1
 - B. SDG 15
 - C. SDG 3
 - D. SDG 6

4. When a patient says "I want to know the manager" it is addressing which Batho Pele principle? (1)
 - A. Information
 - B. Access
 - C. Redress
 - D. Openness & Transparency

5. SWOT analysis stands for. (1)
 - A. Strengths, Weaknesses, Obstruction, Threats
 - B. Stabilizing, Wealth, Organization, Theories
 - C. Strengths, Wellness, Opportunities, Threats

D. Strengths, Weaknesses, Opportunities, Threats

6. When setting up goals for an organization, they need to be SMART. SMART stands for? (1)

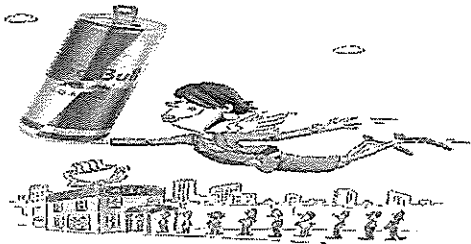
A. Sustainable, Measurable, Attainable, Realistic, Time bound.

B. Specific, Measurable, Attainable, Realistic, Time bound

C. Special, Measurable, Attainable, Realistic, Time bound

D. Suitable, Measurable, Attainable, Realistic, Time bound

7. According to the HPCSA rules about marketing, which rule do you think the advert below is violating? (1)



A. Canvassing

B. Touting

C. Deceptive marketing

D. Superior marketing

8. The following statement: "A vibrant, equitable and sustainable African university, committed to teaching and research excellence at the service of its students, scholars and the wider community"

is an example of: (1)

A. A vision statement.

B. A mission statement.

C. A therapy goal.

D. An action plan.

9. Services in the public sector are mostly guided by which principles? (1)

A. Family- centered

B. Community-centered

C. Service-centered

D. Patient-centered

10. How long should you serve a notice if you have been working at a company for more than 12 months? (1)

A. Two weeks' notice

B. One week notice

C. One month notice

D. No notice

Question 2

10 Marks

2.1. What is the aim of marketing? (1)

2.2. THE HPCSA/ HEALTH PROFESSIONS ACT warns against three terms when marketing, that is advertising, canvassing and touting.

describe what each term means (2 marks) and provide an example (1 mark) (9)

Question 3

19 Marks

1.1. You are required to discuss the marketing execution plan for marketing your Speech therapy private practice using billboards. In a table format name and explain the steps and provide an example of what you will do on that step (15)

1.2. Draw a schematic representation which outlines why marketing is important as described by Solonar & Williams (2007) (4)

Question 4

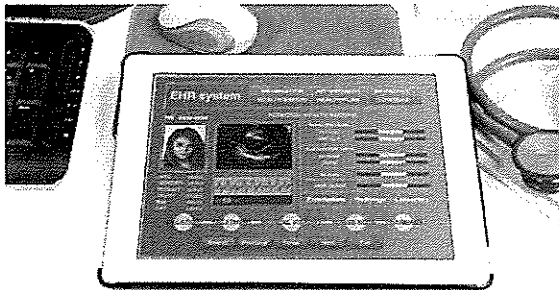
16 Marks

4.1. Use your knowledge of the HPCSA guidelines to assess whether the following scenarios are appropriate or not and provide motivation for your answer using the HPCSA guidelines:

- 4.1.1. After testing the patient’s swallowing mechanism, the speech therapist informed the doctors that they must fit the patient with an NG-Tube without discussing this with the patient because she felt like the patient would benefit from one. (2)
- 4.1.2. Mr Melusi has named his private practice “Melusi Speech Therapy Hospital” (2)
- 4.1.3. Is this picture below appropriate or not? Motivate (2)



- 4.1.4. Dr Nkosinathi forgot his tablet on the hospital’s cafeteria table while it had this page on. (2)



- 4.1.5. After Mrs. K was involved in an accident which affected her upper respiratory system, an emergency laryngectomy was conducted to remove the obstruction from the airway. (2)
- 4.1.6. Mr Gumede was booked off sick, when he returned to work, he presented the sick note below (2)

MEDICAL CERTIFICATE

Dear Sir/Madam,

Mr S Gumede is suffering from

Gastroenteritis / pneumonia

Has been under my treatment from 25/11/13

to 1/12/13

Unfit for work/school from 25/11/13 to 1/12/13

To start work/school on 2/12/13

- 4.2. Read the following scenarios and determine which Batho Pele Principle was violated and explain what the

4.2.1. The nurses at Moletjie hospital were recorded shouting at the patients for missing their appointments (2)

4.2.2. The patients at Moletjie hospital wanted to comment on the services they received by there was no suggestion box (2)

Question 5

16 Marks

Ms Zuma is considering venturing into private practice and came to you for advice on matters relating to this new career direction she is thinking of taking.

1. In a table format, explain to her the disadvantages of starting up a private practice from scratch in comparison to the advantages of buying an existing one (4)
2. Which 5 questions do you think Ms Zuma should ask as the buyer? (5)
3. Which three questions can she expect to be asked by the seller? (3)
4. She has heard about something called a practice number but is unclear on what that is and what its importance is. Explain to Ms Zuma what a practice number is (1), what is its importance (2) as well as the estimated annual cost thereof (1) (4)

Question 6

14 Marks

An employer is required to give an employee certain information on a remuneration document each time the employee gets paid. Evaluate the payslip below to determine if the required details are visible on the payslip. You are required to answer this question by writing the required detail and provide an example from the payslip to show appropriateness or inappropriateness thereof.(14)

Computer Solutions Pvt. Ltd

3rd Cross, Suraj Enclave
Pipline Road, Abbigere

Pay Slip for the period of February 2011

Employee Id	: 1012	Name	: John S
Department	: Marketing	Designation	: Marketing Executive
Pay Date	: 02-28-2011	Date Of Joining	: 12/5/2008
PF Account Number	: KA/BA/2345	Days Worked	: 23.0
ESI Account Number	: 17	Bank Acct/Cheque Number	: xxxxxxxxxxxxxx

Earnings	YTD	Amount	Deductions	YTD	Amount
Basic Pay	20,000.00	10,000.00	Professional Tax	500.00	200.00
Dearness Allowance	10,000.00	5,000.00	Provident Fund	2,400.00	1,200.00
Conveyance Allowance	4,000.00	2,000.00	Employee State Insurance	787.49	393.75
Medical Allowance	3,000.00	1,500.00			
House Rent Allowance	8,000.00	4,000.00			
Food Allowance	1,800.00	600.00			
Total Earnings (Rounded)	46,800.00	23,100.00	Total Deductions	3,687.49	1,794.00
			Net Pay (Rounded)		21,305.00

Employer's Signature

Employee's Signature

Question 7

15 Marks

SWOT analysis is one of the internal analysis methods one should consider before opening a business. You are required to give a background of any business you would like to open and apply your understanding of the swot analysis to your business.

TOTAL

100 MARKS