TERTIARY AND VOCATIONAL EDUCATION COMMISSION

NVQ Level 5 Semester I Examination – 2020/21

Diploma in Cosmetology
Workplace Information Management – EMPM 01

Answer any **five (05)** Questions.

Time: 3 Hours   100 Marks

1. The ICT tools you choose to use helping you do your job better. They should enable you to work more efficiently, and assist you in enhancing the quality of your output

a) What is mean by Document Management System (DBM)   (5 marks)

b) The DMS (Document management system) can be manual or electronic, Identify and explain 2 Benefits can be expected from a DMS   (5 marks)

c) Identify 5 benefits of using an electronic system for document management   (5 marks)

d) Why do we need to focus on information management in Small and Medium Scale businesses (5 marks)

(20 marks)

2) Business firms and other organizations rely on information systems to carry out and manage their operations, interact with their customers and suppliers, and compete in the marketplace

a) An information system is essentially made up of five components. Identify each of them   (5marks)

b) Explain how information system enhances the customer satisfaction.   (5 marks)

c) Telecommunications are used to connect, or network, computer systems and portable and wearable devices and to transmit information elaborate the statement.   (5 marks)

d) Identify 5 characteristics of Information   (5 marks)

(20 marks)

3) To handle the increasing variety and complexity of managerial forecasting problems, many forecasting techniques have been developed in recent years.

a) What are the three types of forecasting   (3 marks)

b) Following would be no of actual customer visits of Salon ZXY during the year 2020. Calculate the forecasting of no of customer visits July, Aug. Sep and Oct using 3 month moving average method. (2 marks for each correct answer)   (8 marks)

	January	February	March	April	May	June	July	Aug	Sep	Oct
No of customer visits	100	90	85	110	115	80				

c) Identify 5 benefits of sales forecasting for a salon   (5 marks)

d) There are four main types of forecasting methods that financial analysts use to predict future revenues, expenses, and capital costs for a business. Identify 4 methods of them (4 marks)

(20 marks)

4) Rules for workers may be legally required, but various optional workplace rules should be considered as well. Carefully selected workplace rules can protect your business from legal claims and help you maintain an orderly, positive work environment

a) Define the terms of Laws and procedures (5 marks)

b) Elaborate the importance of maintaining The Human Resource policies and procedures manual and employee handbook for any type of organization (5 marks)

c) Explain the importance of knowing the applicable laws for the employees of an organization

(5 marks)

d) Determine 05 things that product specification of a cosmetic product should carry itself (5 marks)

(20 marks)

5) Surveys are one of the easiest and most cost-effective ways to capture data. There are several software programs available—including Qualtrics, Survey Monkey, and Survey Share—that provide an intuitive way for researchers to create, distribute, and analyse results.

a) Identify the advantages of using survey method as data collection method (5 marks)

b) What is qualitative research and why is it important (5 marks)

c) What is quantitative research and how to measure it (5 marks)

d) Why is validity and reliability important in marketing research (5 marks)

(20 marks)

6)

a) Describe how online reservation system contributes to increase performance by managing information in beauty therapy industry (5 marks)

b) What ICT tools and techniques can be used for attracting, retaining and communicating with customers (5 Marks)

c) Can Digital Media be treated as an effective ICT tool for workplace Information Management. Discuss (5 marks)

d) Name 05 types of information systems available for a workplace. (5 marks)

(20 marks)

7) Write down 4 shorts notes selected from following topics

a) Importance of Conducting Marketing Research

b) Principles of effective information management

c) Delphi method as a data collection method

d) The newest ICT Tools at workplace information management

e) The influence of human factors on information analysis **(20 marks)**