

Examiner's Report
FINAL EXAMINATION - JANUARY 2015
(62) Business Communication - II

Question 1

- (a) A test of business related vocabulary. Selecting the more suitable word out of five, to fill blanks in 5 sentences. The answers for this question were fairly satisfactory.

Suggestions for improvement: Recommend reading business pages in newspapers and business related magazines.

- (b) Construction of sentences, using antonyms of common adjectives. Instead of constructing sentences with both adjectives some students have used only one word. Some more have not understood the meanings of the words

Suggestions for improvement: Collect antonyms and synonyms and use them in sentences collect, meanings of business related technical terms and use them in sentences.

- (c) Drafting a circular using the guidance provided. Students' performance was satisfactory, but candidates have been able to answer well by using the guidance given.

Suggestions for improvement: Collect authentic circulars and study them

Question 2

Analysis of a bar graph depicting the percentage of electricity generation using hydro and thermal power from 2009 to 2013. Candidates are required to comment on the trends comparing relevant data.

The answers were generally satisfactory. Many have not even attempted this task. Students have not identified fluctuation in the values.

Suggestions for improvement: Practice more guided and unguided exercises of this type especially comparing the time factor and percentages.

Question 3

Writing an official letter using given information. The facts to be included in to the four paragraphs have been provided. Students following the given guidelines have scored full marks. Many have tried to be smart by adding unnecessary details have been penalized.

Since the candidates are heavily guided they have written back what is in the question.

Suggestions for improvement: Study authentic official letters.

Question 4

Writing a letter of complaint based on delayed payment of a loan. It is a guided personal letter.

Suggestions for improvement: Practice re-wording of statements.

Question 5

Writing brief explanations on 5 topics related to telecommunication

- (a) Telephone Directory: Though most candidates were aware what a telephone directory is, they were not able to compose its outlook, functions, uses to the customer, etc.
- (b) Tele hunting: The performance was very low for this part since candidates don't know what is Tele-hunting.
- (c) Mobile phones: Many candidates were able to write fairly successful explanations.
- (d) Credit cards: Only few candidates could write a fairly comprehensive answer. Many knew it only as a facility to do purchases.
- (e) E-mail: There were fairly comprehensive answers,

Suggestions for improvement: Students should use business technical terms in their writing and expand their knowledge regarding widely known business terms.

Question 6

Reading Comprehension

It is not difficult for the students to answer the questions given. Many have scored fairly well on this question. Some candidates have copied chunks from the passage for their answers.

Suggestions for improvement: It is important to use their own words to answer the questions for better merit.

Question 7

Essay Writing:

Some candidates have written very good essays. The popular topics were:

1. The benefits of gaining proficiency in English.
2. The purpose of preparing Annual Reports by business entities.

Suggestions for improvement: Since the presentation too, is partially guided, the candidates should plan the content to obtain a successful essay. Introduction should contain some general information and the conclusion should include your views based on your writings.

When writing Essays on any topic, candidates are advised to follow the guidelines below:

- (1) Select the topic that is most familiar to you.
ie: You should have enough facts and figures to write on it. Jot down the points and arrange the sequence.
- (2) Write an introduction to the topic. Then arrange the facts in logical order as the content of the essay.
- (3) Pay more attention on language and organization of the facts. Avoid very long sentences. Write short sentences. Pay attention to grammar and spelling.
- (4) Write a conclusion, preferably a summary of your arguments / facts.
- (5) Better to be moderated and avoid controversial issues.
- (6) If there is a feeling of satisfaction after reading your essay, your attempt is successful. Try to ensure that as far as possible.

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