

## Examiner's Report

FOUNDATION EXAMINATION – JULY 2014

### (57) BUSINESS COMMUNICATION - I

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Candidates who had answered the question paper this time obtained high marks. However, a drawback to a certain extent was seen in some candidates' tendency towards writing the answers. Given below are some of the weaknesses identified as reasons for this, observed by the Marking Examiners.

#### **SECTION – A**

(50 Marks)

#### **QUESTION NO.01** – 10 MARKS

##### **(Compulsory Question)**

Question consist of three parts and a structure was expected when answering the question. Weaknesses identified by marking examiners are as follows:

- (a) This was a question where students could have scored full marks by providing a simple answer. But there were still few candidates who could not score marks. The main reason for this was not having the practical knowledge needed.
- (b) Tested the modes of written communication. Candidates' responses were not satisfactory. Majority did not mention relevant examples.
- (c) Majority of the students had answered well for this question and obtained satisfactory marks.

#### **QUESTION NO.02** – 10 MARKS

##### **(Compulsory Question)**

Consisted of two parts. Majority had understood the question correctly. Following were the mistakes identified by the examiners:

- (a)
  - (i) Writing paragraphs instead of points.
  - (ii) Not understanding the words, "**oral**" and "**written**" clearly.
  - (iii) There were few students who did not attempt to answer.
  - (iv) Written only the advantages of "**oral communication**", failed to do a comparison
- (b) Answers were not met the satisfactory level. Practical aspect of "**instructions on conducting a meeting**" was not understood by the students. Few had written long answers.

Suggestions:

- Should read and understand the question clearly
- Should answer to the point.

**QUESTION NO.03** – 15 MARKS

**(Compulsory Question)**

Question was on writing a memorandum using the provided graph. Majority had the knowledge regarding the structure of a memorandum. Few had used the structure of a letter. Most of the students had provided relevant points with a clear idea. In some answers “**Challenges Faced**” were not mentioned. Majority got the opportunity to obtain marks giving relevant points.

**QUESTION NO.04** – 15 MARKS

**(Compulsory Question)**

Many had answered without paying their attention on the “structure of a report”. This was a reason for not obtaining the full marks. The students who had subject knowledge obtained the maximum marks available. When comparing with other questions majority had obtained marks for this question.

**Section - B**

*(Answers to this Section **should be** in the English medium by all candidates)*

(50 marks)

**Question No. 05** - 10 marks

This question was tested on selecting the most suitable “pronoun”. However, this was very easy question and majority of the candidates had scored well.

**Question No. 06** - 10 marks

Most of the candidates had a clear understanding about different verb forms. There were some instances where they had used plural verb form with “she”.

**Question No. 07** - 10 marks

This question was required by candidates to re-arrange in the correct meaningful order. The given sentences which were not in the proper order. Majority had not done this part correctly.

**Question No. 08** - 10 marks

This question was required by candidates to select the appropriate articles. However, majority of the candidates had scored well this question.

**Question No. 09** - 10 marks

Most of the candidates had a lesser understanding for the linking words and the joining parts of sentences to form a single sentence. A very few candidates had obtained full marks for this part.

**General points to be considered by candidates in order to improve their level of accomplishment**

- (1) Firstly, candidates should pay more attention on the importance of reading and following the **“Instructions to Candidates”** given right on top of the question paper.
- (2) Especially before answering any question, read the question properly and start writing the answer based on the number of marks allocated and by deciding the nature of the answer to be given. If the answers are not planned in this manner unnecessarily lengthy answers will be written. It is of utmost importance that candidates are made aware of the fact that valuable time is wasted by writing unwanted points, whereby the exact answer is lost.
- (3) Studying the entire syllabus.
- (4) It is of utmost importance that more attention is given to English grammar.
- (5) Having a proper understanding of the format in writing different types of letters.
  - e.g. (1) Official letters
  - (2) Business letters
  - (3) Memos
  - (4) Agenda
  - (5) Advertisements and reports
  - (6) Invitations

Engaging in writing these letters as constant practical exercises is of utmost importance.

- (6) You can improve your knowledge by making use of past papers and suggested answers.
- (7) Hand writing should be legible and question numbers should be written correctly as instructed.
- (8) Before handing over the answer scripts, re-check to ensure that the question numbers etc. have been written properly.
- (9) Be present at the exam with prior preparation and with the sole intention of passing.

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