

Examiner's Report
FINAL EXAMINATION - JULY 2014
(62) Business Communication - II

Question 1 **Marks allotted 20** for 3 parts – (a) (b) (c)

(a) Marks allotted 05 No. attempted 96 %

A test of business related vocabulary. Selecting the more suitable word out of two, to fill in the blanks in a paragraph. Fairly satisfactory. Approx. 60% got all answers correct.

Suggestions for improvement: Recommend reading business pages in newspapers.

(b) Marks allotted 05 No. attempted 70 %

Constructing of sentences, using technical terms in business. Instead of constructing sentences about 20% have written the meaning of the words given.

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

(c) Marks allotted 10 No. attempted 70%

Drafting a memo using the guidance provided. Response was satisfactory, but candidates have answered well by copying the information given. Many have failed to comprehend the three items: time frame, staff to be deployed and volume of work.

Suggestions for improvement: Collect authentic memos and study them.

Question 2

Two parts - Marks allotted - 10 No. attempted 60 %

(a) Two parts - Marks allotted 5 for both (i) and (ii)

- (i) Proposing a method of auction.
- (ii) Justifying the advantages of the suggested method.

Performance was very poor for this part. Majority does know what is 'auction'.

Suggestions for improvement: Tender notices, specifications and related technical terms.

(b) Marks allotted 5

Writing a letter providing information based on inquires made. It too is a matter of successful copying of the question given.

Suggestions for improvement: Practise re-wording of statements.

Question 3 - Marks allotted 15

No. attempted 60 %

Analysis of a bar graph depicting government expenditure on health and education, as a percentage of the GDP during the period 2008 to 2012. Candidates are required to comment on the trends comparing relevant data.

The answers were generally satisfactory, but the answers of some candidates were very weak. Some have not even attempted.

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

Question 4 - Marks allotted 10

No. attempted 60%

Drafting an invitation for a product launching function - guided activity. - no production skills of candidates was shown.

Suggestions for improvement: Students should read invitations of this nature.

Question 5 - Marks allotted 10

No. attempted 80%

Though many have attempted, yet the answers were based on connotative meanings explaining the applied meanings of 5 words related to business communication. It was obvious that many have understood the meaning, but explaining it in denotative terms has been a problem.

Suggestions for improvement: Students should use business technical terms in their writing.

Question 6 - Marks allotted 15

No. attempted 70 %

Reading Comprehension:

This is not difficult for the students to answer the question given. Many have scored fairly well on this question. Only short coming is they have ample opportunities to copy 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 - Marks allotted 20

No. attempted 60 %

Essay Writing:

Of the 60% who attempted writing the essay approximately 30% have written very good essays. The popular topics were:

- (1) Sri Lanka's imports and exports
- (2) Television destroys communication among family and friends.

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 grammer 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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