

EXAMINER'S REPORT**TALENT SUBJECT - JULY 2020****(310) BUSINESS COMMUNICATION**

The Paper, (310) Business Communication July 2020 constituting three sections as **Section A**, **Section B** and **Section C** with 7 compulsory questions had been set to assess the Talent Level candidates' English language abilities in relation to business communication. Interactive skills, English grammar, business writing, vocabulary and various interpretations in English language especially in relation to business communication had been tested through this paper.

As per the view of the marking examiners, the paper, (310) Business Communication - July 2020 weighted much on testing writing skills of the candidates i.e. higher marks out of 100, had been set to the relevant level though.

General Observations of the Paper:**Section A**

This part consisted of 01 question

Question No. 01

(A) This part of the question was set to assess the interactive or communicative skills of the candidates by using the MCQ technique to select most appropriate phrase to complete short dialogues. Most of the candidates had attempted the question and found majority had answered them correctly.

SUGGESTION FOR IMPROVEMENT:

The candidates should pay much attention on conversational text dialogue when doing dialogue-based activities. They need to refer the chapter 01 in the Business Communication Study Text. Listening to English conversation is also very useful to master this type of question.

(B) This question had been set to assess the abilities on use of prepositions in English Language. All the candidates had attempted the question, but their performance was not up to the satisfactory level. It is advised that candidates should pay more attention in answering this kind of questions.

SUGGESTION FOR IMPROVEMENT:

It is recommended that the candidates should do more reading on texts from newspapers, magazines, and books to acquire the correct usage of the language. It is very useful to study language activities based on prepositions.

Section B

This part consisted of 05 questions

Question No. 02

This question was to assess the knowledge of speaking using the technique of fill in the blanks. Most of the students had answered this question but only a few had scored good marks.

SUGGESTION FOR IMPROVEMENT:

It is recommended that the candidates should be encouraged to speak in English in day-to-day life. Same time they should be given with opportunities to use spoken language in order to get confidence in the use of language in varied situations of day-to-day life including work environment.

Question No. 03

This question was set to assess the individual ability to interpret a chart and technique on writing an analytical description. All the candidates had attempted the question, but only few of them had scored above average marks. Unable to use techniques of comparing, ignorance of managing the word limit of description and improper use of grammar rules observed as reasons for scoring low marks.

SUGGESTION FOR IMPROVEMENT:

The candidates are advised to do more exercises to practice logical data interpretation to produce a quality answer. Further it is necessary to refer descriptions in annual reports, newspaper articles including the Chapter 2 of section 2.3 in the Study Text.

Question No. 04

This question was set to assess the ability of reading comprehension. Candidates must be capable of reading intensively the passage of the given topic and submit precise answers to the questions asked.

The performance of the candidates was good. Most of them answered well and scored good marks.

SUGGESTION FOR IMPROVEMENT:

The candidates are advised to read material related to Business Communication to improve reading skill. They can also refer to Chapter 2 of Academic Reading Skills in the Study Text to get more practice.

Question No. 05

The objective of this question was to assess the ability of writing newspaper notice using the correct format. This is a descriptive notice (an invitation) provided with all the guidelines. Almost all the candidates had attempted this question where majority had answered successfully.

SUGGESTION FOR IMPROVEMENT:

It is recommended that the candidates should practice more and more formal types of writing activities as it is necessary for daily life. They should be familiar with various type of notice writing. They can refer to Chapter 03 of Business Writing Skills in the Study Text.

Question No. 06

This question had been set to assess the ability of writing an E-mail. Writing E-mails is an important factor in Business Communication. The necessary guidelines had been given. The performance was satisfactory. Almost all the candidates had attempted the question and had obtained good marks.

SUGGESTION FOR IMPROVEMENT:

Candidates should practice answering similar types of questions. Candidates are advised to follow Chapter 3 Business Writing skills for further reference.

Section C

This part consisted of 01 question

Question No. 07

(A) This question was set to judge the ability on preparation of speech content based on the facts derived from an analytical finding. This question was attempted by majority of candidates, however only a half of them had answered well.

SUGGESTION FOR IMPROVEMENT:

The candidates should advised to listen to Business conversations and read newspapers and business related magazines to acquire knowledge.

- (B) This part was made to assess the ability of writing a professional curriculum vitae. Some candidates had written a covering letter with the CV. Almost all the candidates had attempted the question and performance was satisfactory.

SUGGESTION FOR IMPROVEMENT:

It is advised that candidates should practice more and more CV writing tutorials. They can refer newspaper advertisements to be familiar with formats. They can refer Chapter 6 Job Interview skills in the Study Text for additional knowledge. However, candidates should adhere to the requirement of the question.

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COMMON SUGGESTIONS FOR IMPROVEMENTS:

- (1) The candidate must pay much attention on grammatical accuracy, appropriateness, mechanics of writing and organization when answering questions related to writing. It is evident that in most sentences in the writing task basic grammar like simple tenses, verb forms, prepositions, and punctuations were not followed.
- (2) The candidate should read the question thoroughly and follow the instructions given in the paper before answering.
- (3) The candidate should pay attention on time management, given word limit and appropriateness of the writing text.
- (4) In order to improve the subject knowledge and good range of vocabulary the candidates must refer business related articles from newspapers, business magazines, annual reports of various entities, etc.
- (5) It is recommended that the candidates should follow the Study Text of Business Communication.

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