

Examiner's Report
LEVEL II EXAMINATION - JANUARY 2021
(204) BUSINESS MANAGEMENT

This question paper consisted of three sections **A**, **B** and **C** with 07 questions. It was required to answer all the questions in the paper.

SECTION A

Objective Test Questions (OTQs)

Question No. 01

This question consisted of fifteen (15) OTQs for 25 marks. From question **1.1** to **1.5**, it was required to select the correct answer out of the answers given. Majority of the candidates have selected correct answers, for these questions.

From question **1.6** to **1.10** it was required to select the correct answer from the answers given within the brackets to fill the blank. Though most of the candidates have followed the instructions properly, some have followed instructions incorrectly. Most of the candidates have obtained marks successfully.

From question **1.11** to **1.15** it was required to state short answers. The performance of the candidates' were not that satisfactory for this part. Reasons for those were as follows:

Question No. 1.11

It was required list 2 advantages of group decision making. Considerable number of candidates have listed advantages of group decision making correctly and obtained full marks. But a handful of candidates had no understanding on the subject area.

Question No. 1.12

It was tested the knowledge on elements of supply chain management. It was noted from the answers that most of the candidates had no correct understanding on the elements of supply chain management. Therefore, they were not able to obtain marks successfully.

Question No. 1.13

It was required to state the objectives of Human Resource Management. There were instances where some have mentioned objectives of Management, instead of Human Resource Management. The reason for that was due to not reading the question properly.

Question No. 1.14

Reasons for employee grievances have been tested from this question. It was noted from the answers that they had no clear understanding on the grievances.

Question No. 1.15

It was required to state the characteristics of Business Process Re-engineering. Majority of the candidates had no idea about the concept. Therefore, they were unable to obtain marks for this question.

Overall performance for this question was at a satisfactory level.

SECTION B

This section comprised of 05 questions each carrying 10 marks with a total of 50 marks. Overall performance of majority of the candidates were satisfactory. However, only a very few candidates have not attempted the question, and a handful of candidates had provided irrelevant answers for this question.

Question No. 02

Business Environment and Management thinking have been tested from this question. The question consisted of three sections.

- (a) It was required to state the characteristics of Bureaucratic Management Theory. Most of the candidates have provided incorrect answers due to not understanding the question or not having a proper understanding on the question. Some others have not attempted the question. It was noted from the answers that candidates' understanding on this area was very poor.
- (b) It was required to explain the skills of a Manager. There were number of correct answers for this question. The performance for this question was very successful.
- (c) It was required to explain 2 new trends of management due to Covid-19 pandemic. As this was a timely question, most of the candidates have answered successfully and obtained marks.

Overall performance for this question was at a satisfactory level.

Question No. 03

Management planning was tested from this question. This question consisted of 3 sections and, it was noted from the answers that most of the candidates have obtained very good marks for this question.

- (a) It was required to state the steps of rational decision making process. Some have stated the steps of a controlling process, instead of steps in a rational decision making process.
- (b) It was required to explain the importance of planning for an organization. In answering this question, some have mixed up planning with organizing and answered. Only a handful of candidates have not attempted the question.

- (c) It was required to state the reasons for the failure of the plans prepared by the production manager of the given company. Most of the candidates have provided answers very successfully and were able to obtain full marks.

Overall performance for this question was at an average level.

Question No. 04

This question tested the knowledge on Operations Management.

- (a) It was required to identify 4 functions of Operations Management. Some candidates have stated correct answers giving examples for functions. It was noted from the answers that some others had no proper understanding on the subject matter.
- (b) It was required to state new technologies currently used for Operations Management. This was a very simple question for which higher marks would have been obtained. Most of the candidates were able to obtain very good marks for this question providing new technologies such as Artificial Intelligence, Computer aided designing, computer aided production, etc.
- (c) It was required explain the advantages of delegation of authority. Some have only stated without explaining those. Further, some others had no proper understanding on this.

Overall performance for this question was at a satisfactory level.

Question No. 05

This question tested the importance of effective communication for a business organization and effects of it to the current business environment.

- (a) This part required to state any benefits that can be obtained by an organization from effective communication. Most of the candidates have stated these benefits correctly using their general knowledge and were able to obtain full marks. Some others have wasted their time by explaining the answer in detail for this question.
- (b) It was required to state the steps of a controlling process. However, the answers were not that satisfactory. It was noted that candidates, have not prepared well for the examination. A handful of candidates have not aware as to what is the process of controlling. Therefore, they have given various concepts in management as the answer for this question.
- (c) This question tested the factors that should be considered by organizations in controlling due to the new health guidelines issued in line with COVID 19 pandemic. Most of the candidates have given correct answers for this question using their general knowledge. The performance for this question was at an average level.

Overall performance for this question was not at satisfactory level.

Question No. 06

This question tested candidates' knowledge on marketing. This question consisted of 3 sub questions.

- (a) It was required to state the variables of marketing mix. Most of the candidates have provided correct answers for this question and were able to obtain full marks.
- (b) This question required to state the need of a successful brand. Performance for this question was at a very poor level. Most of the candidates have mentioned the importance of a successful brand instead of need of a brand. They were unable to identify the requirement of the question. Therefore, only a handful of candidates were able to obtain full marks for this part.
- (c) This question required to explain 3 reasons as to why branding is important for an organization. However, most of the candidates have not understood this question properly. Some candidates have provided the same answer for **part (b)** and **(c)**. However, overall performance for this part was at a higher level.

Overall performance for this question was at an average level.

SECTION C

Question No. 07

This question related to a scenario. This question tested candidates' knowledge on as to how the theoretical facts are related to the given scenario. This question consisted of 5 parts, **(a)**, **(b)**, **(c)**, **(d)** and **(e)**.

- (a) It was required to explain methods by which digital marketing could be used for **Susantha's Business**. This was a very simple question that can be understood by candidates very easily. Most of the candidates have provided successful answers. But some candidates have explained unnecessarily about online and social media networks, and not emphasized about other facts.
- (b) It was required to explain how the environmental analysis could be considered using PESTEL analysis. However, most of the candidates have explained using PEST and not the PESTEL. Accordingly, Environmental Factors (E) and Legal Factors (L) have not been considered. However, some candidates have obtained full marks for this question.
- (c) It was required to identify 4 strategies to overcome human resource surplus. Though this was a simple question, a considerable number of candidates have not performed well this question. It was noted from the answerers that, candidates' preparation for the examination was not that satisfactory.
- (d) It was required to explain two methods to overcome barriers for change. Candidates' performance for this part was very successful.
- (e) It was required to state characteristics of a present leader. Most of the candidates have stated those points correctly and were able to obtain full marks. Candidates' performance for this part was also at a successful level.

Overall performance for this question was at a satisfactory level.

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Common factors to be considered in order to improve the competency level of the candidates:

- (1)** Go through the syllabus/study pack thoroughly.
- (2)** Upon receiving the question paper, read instructions carefully (Extra time is allocated for this purpose).
- (3)** Candidates should read the question several times and understand what needs to explain. When a direct answer is expected answers should be precise. Writing unnecessary explanations and details should be avoided.
- (4)** Answers should be in one language only. This is the language to be used when applying to the examination and answers to each question number should begin in a new page of the answer booklet.
- (5)** Manage the time efficiently at the examination.
- (6)** Before handing over the answer booklet to check twice that all question numbers and the Index Number is written correctly.
- (7)** The “Action Verb Check List” is included at the end of the question paper. Each question other than OTQs; begin with an Action Verb. Candidates should write the answers based on the definition given in that list.
- (8)** Ensure that the handwriting is at a legible level and question numbers are properly stated for the answers.
- (9)** Reading of Self-Study Text, Articles and Magazines, etc. is desirable.
- (10)** Study and practise answering past question papers and Pilot Papers in order to improve knowledge.
- (11)** Face the examination positively with a firm determination of passing it.

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