

EXAMINER'S REPORT**TALENT SUBJECT - JANUARY 2022****(310) BUSINESS COMMUNICATION**

Business Communication – January 2022 paper with three Sections as Section A, Section B and Section C, had 7 compulsory questions to test candidates' English language abilities in various business contexts. In that English grammar, reading comprehension, report writing, writing with analytical skills, letter writing (formal and informal) and vocabulary had been tested.

According to the observations and the comments of marking examiners the paper was successful and well standard to the talent subject level and this time the candidates' performance is comparatively better to the previous time.

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

One compulsory Question with two parts (allotted 25 marks)

Question No. 01

(A) This question arranged to assess the interactive ability of the candidates in relation to business contexts by bringing out the most suitable answer from given 4 options. The MCQ technique was used in this question which was attempted by almost all the candidates and their performance was at a satisfactory level this time. However, it was noticed that some candidates had not answered well due to poor attention to the question and its instructions. That means that though the candidates had been instructed to read all parts of the question before answering, they had not done so.

Suggestion for improvement:

The foremost advice to the candidates is that they must read and understand the questions and the instructions carefully before writing the answer and sometimes they might have to read the question several times. Further, the candidates should pay more attention on conversational type texts / dialogues specially in the business contexts while they should be given dialogue-based activities. In addition, it is recommended to read interviews in business magazines. Furthermore, they should be familiar with phrasal verbs and idioms which we use in day to day contexts.

(B) This question was also set to measure the communicative ability of the candidates in a context where they need to use English language in their day to day life. The technique used in this question is to fill in the blanks with exact words/ a phrase by understanding the natural and coherent flow of the conversation. It was somewhat easier for the candidates as a considerable number of them had answered well and almost all had attempted this question. So the opinion of the examiners was that it was a good question in the paper.

Suggestion for improvement:

The candidates should pay attention to a practical exposure to answer this type of question and the candidates are advised that they should practice a lot of dialogue-based activities while learning grammar and vocabulary in English. It is recommended that they are to be more familiar with conversational texts.

Section B

Five compulsory Questions (allotted 50 marks)

Question No. 02

This question which was prepared to assess the candidates' ability in use of vocabulary in English and understand the text was attempted by almost all the candidates. Majority of the candidates had successfully answered and the technique used in this question was filling in blanks in a business writing text.

Suggestion for improvement:

The candidates should pay more attention on reading various passages in order to familiarize words with different meanings being brought out according to the context. Candidates must pay attention on English grammar too. It is recommended to read various articles in newspapers and magazines. Vocabulary including phrasal verbs must be improved.

Question No. 03

This question was set to test the candidates' ability in understanding technical writing by filling in blanks with suitable words/phrases to bring out a meaningful text. It was a very popular question among candidates and many had scored well.

Suggestion for improvement:

Candidates are advised to read annual reports, business pages of newspapers and magazines etc. while being thorough in vocabulary. And also, to fill in the blanks with correct words, the candidates should have a good grammar knowledge and a good vocabulary.

Question No. 04

This question was set to assess letter writing skills of the candidates. The letter of request which was included in the paper this time was written successfully by more than 50 percent. However, there were some answers which had no appropriate beginnings and endings and also it was noted that some answers were with limited contents and poor word choice. Further, it was also noted that some candidates used the same content of words given in the question itself in writing the letter.

Suggestion for improvement:

The candidates are advised that they should do reference to the model answers to learn the formats and technical features of business letters. The contents must be appropriate to the points, and they should learn to use of appropriate vocabulary.

Question No. 05

This question was set to assess the ability in informal writing through a task of writing an email to a friend in a polite manner. The importance of this question was that it had been measured the ability of use of convincing writing. Majority of the candidates had attempted this question and majority had answered well though some had not followed the given guidelines. However, it was noted that the contents of some emails seemed unfriendly-typed. Some had not considered the format of the email. The technique used in this question was guided writing.

Suggestion for improvement:

The main advice the candidates are given is that they should follow the guidelines in the question to produce a better answer. Further, candidates should pay attention on the grammar while practicing similar activities with reference to similar letters, emails, notes, etc.

Question No. 06

This question was made to assess the ability of writing a short speech in a business context. The technique used in this question was guided writing. Through this question it was measured presentation skills too. All had attempted this question and a considerable number of them had successfully answered this question. However, it was noted that some were in confusion in organizing the facts as per the given guidelines. Though some had written the speech without the given guidelines when assessing them in terms of language and content they deserved to have marks.

Suggestion for improvement:

The candidates are advised to use cohesive devices appropriately to keep a momentum in the speech. They can refer the sample speeches from the internet and some newspapers. The given guidelines too should be followed to get a good mark.

Section C

One compulsory Question (allotted 25 marks)

Question No. 07

- (A) This question was set to assess the ability to analyze an income statement of a business organization. Almost all the candidates had tried this question and the majority of them had understood and answered this at a moderate level. However, it was noticed that sentence fragments and frequent errors of grammar were included in the answers. Some candidates were in confusion in selecting which figures they should select to write the description. In this situation a few had tried to bring out all the data which were in the grid.

Suggestion for improvement

Candidates are advised to read business articles in newspapers, company annual reports etc. Further, candidates should understand the contents of the data and which data to be taken out before writing the analysis. The candidates must be thorough with writing skill and grammar to produce a good answer for such a question. However, it is recommended that the candidates can improve their writing skills in relation to analyze an income statement using guided writing.

- (B) This question was set to assess the ability of writing a curriculum vitae in professional manner in responding to a job advertisement in a newspaper. All the candidates had attempted this question and had answered at a satisfactory level. It was noticed that the candidates had written the CVs in different formats which could be accepted as satisfactory answers though some had followed the traditional format. However, the majority had earned good marks for this question. Only a few cases were noted that covering letters were written instead.

Suggestion for improvement

It is recommended that candidates should follow the accepted format when writing a CV. Specially it should be emphasized that the clarity is important in a question like this to show the candidate's personality.

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COMMON SUGGESTIONS FOR IMPROVEMENTS:

- (1)** Pay attention on spelling and punctuation marks when answering.
- (2)** Pay attention on grammatical accuracy, appropriateness to the questions.
- (3)** Follow the given instructions thoroughly and read the questions understandably.
- (4)** Pay attention on clarity and should write relevant question numbers correctly.
- (5)** Use reading techniques like scanning, skimming and inferring when attempting to answer questions related to reading.
- (6)** Pay attention on required length of answers.
- (7)** Improve good range of vocabulary.
- (8)** Clear and legible hand writing.
- (9)** Manage time to answer the paper.
- (10)** Pay attention to the given guidelines.
- (11)** Practice more exercises with respective samples.

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