

EXAMINER'S REPORT**TALENT SUBJECT - JANUARY 2023****(310) BUSINESS COMMUNICATION**

Business Communication – January 2023 paper comprising three Sections as **Section A** , **Section B** and **Section C**, had 7 compulsory questions to test various abilities in English such as grammar, writing reports and preparing other documents to the business context of the Talent Capstone level candidates.

It was observed that the candidates have successfully answered the Business Communication paper, January 2023. Majority of the candidates have earned more than 50 marks and passed the BC subject. However, a very few candidates have scored below the pass mark.

The performances of the candidates in January 2023 are as follows:

Section A

One compulsory Question with two parts (allotted 25 marks)

Question No. 01

(A) This question was set to assess the candidates' ability of inferring the meaning of words precisely from the context with knowledge of grammar and vocabulary. The technique used in this question was fill in blanks. This question was attempted by almost all the candidates and their performance was satisfactory though a few candidates had shown that it was somewhat difficult.

Suggestion for improvement:

The foremost advice to the candidates is that they must read various types of English texts to improve grammar and vocabulary. A lot of reading is essential for mastering such questions as above.

(B) This question which was prepared to assess the candidates' ability in grammar, specially use of connectives to make the text meaningful. It was attempted by almost all the candidates and many candidates had successfully answered. The technique used herein was fill in blanks in a business writing text.

Suggestion for improvement:

The candidates should pay more attention on how connectives work in sentences and make them meaningful. A lot of reading is recommended for the candidates and they should master grammar.

Section B

Five compulsory Questions (allotted 50 marks)

Question No. 02

This question was set to test the candidates' competency in writing about people on a given guide. It was noticed that this was the question in the paper some candidates had not attempted though it was comparatively easier. But the majority had successfully answered.

Suggestion for improvement:

The candidates should learn to describe people with appearances and qualities for that they must have a good range of vocabulary to present a successful answer. Therefore, candidates are advised to improve the vocabulary level while practising writing. In addition, it is recommended to read appreciations of people.

Question No. 03

Question No. 03 was set to test the candidates' comprehensive and vocabulary competencies regarding reading and understanding a descriptive text from which the candidates were expected to select contextually similar words and fill in the blanks. Having been very short it encouraged the most of the candidates to touch the question and many had earned full marks. Marks were quite less though it looked easy.

Suggestion for improvement:

Candidates should pay attention on reading texts in order to be familiar with contextual understanding. They must develop their vocabulary range by reading various types of texts in newspapers, magazines, reports, etc.

Question No. 04

This question was prepared to assess the ability of the candidates to write a notice in proper way in order to convey a message in formal way within an organization on a given guideline. Many had attempted this question but a considerable number of candidates were not successful as some had made answers in confusion with a company memo. Another point is that many candidates had got no idea to mention what documents to be brought to the meeting.

Suggestion for improvement:

The candidates must fully understand the question first and write the answer. It is much better to follow sample materials prior to writing such notices. It is recommended that the candidates must plan to write what they should write and what is to be included in the notice.

Question No. 05

This question was set to assess the candidates' interactive talents by filling in blanks with given phrases in a dialogue. Majority of candidates had answered well for this question and earned full marks.

Suggestion for improvement:

The candidates are advised to read the whole question well, may be two three times as time permits before answering and then get easier ones first. Few cases were noticed that they had attempted to write answers in the order. It may take times as well as the candidates may not be able to select correct answers. However, the candidates are advised to read more and more dialogues to be familiar with more phrases like these.

Question No. 06

This question was set to assess the competency of the candidates to analyze figures in a chart or a table with comparing and contrasting data in various ways. Here the candidates had well analyzed the figures related to tourist arrivals in Sri Lanka in the current year and the previous year. All had attempted and many had earned marks well. The candidates had used techniques to compare and contrast the data pointing out the reasons for the changes a guideline how it was written. A few who were confused in organizing the data had copied the table. The panel was on an opinion that this was a good question for this level.

Suggestion for improvement:

Candidates are advised to read business articles in newspapers, business analysis in company annual reports etc. Further candidates should practice analytical writing.

Section C

One compulsory Question (allotted 25 marks)

Question No. 07

(A) This question was set to assess the ability of candidates to write a proper CV with suitable data for an Assistant Accountant in a company. This question was easier one for some but some had difficulty in getting suitable data to the post. And also it was noticed that the way they presented the data in the CV was in confusion. Some had written a covering letter mentioning all the data instead of the CV.

Suggestion for improvement

The candidates are advised that they should follow the format for writing a CV first. They should learn what qualifications are professional and educational and which qualifications should have for a post of Assistant Accountant. Further they should be taught how to write a covering letter to a post. They had difficulty in putting experience relevant to the post. As the clarity is also a considerable factor when preparing a CV the candidates should remember to write CVs in an attractive manner.

- (B) This question was set to assess the ability of candidates to face an interview and this question was favorite one to many candidates because a good average mark had been taken for by the majority. However, it was noticed that some had a lack of flow of ideas in answers as they had not used linking words and phrases to enrich the talk when facing an interview. And also some had gone out of the topic when answering.

Suggestion for improvement

The candidates are advised to be relaxing answer using linking words and phrases like however, nevertheless, all in all, moreover will enrich your speech and also to follow simple language structures to answer the question without going away from the topic. You just need to learn appropriate vocabulary and understand what answers you will give.

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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 include in the Self-study Text.

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