

Examiner's Report
LEVEL II EXAMINATION - JULY 2020
(204) BUSINESS MANAGEEMNT

This question paper comprised of 3 parts – **A, B** and **C** with 07 compulsory questions.

SECTION A

Objective Test Questions (OTQs)

Question No. 01

Question 1 consists of fifteen (15) OTQs. Total marks for the question number one is 25.

In the case of sub questions **1.1** to **1.5** the most appropriate answer had to be selected and the number of selected answer was to be written in the answer booklet. Most of the candidates had selected the correct answer.

With regard to sub question numbers **1.6** to **1.10** it was required to select the correct word/words from those given in brackets and write it in the answer booklet with the question number. Majority of the candidates had followed the instructions correctly and written the answers but most of the answers were wrong.

Common mistakes identified are as follows:

Question No. 1.6

Candidates should understand the meaning of effectiveness and efficiency. According to the Peter Drucker efficiency is doing thing right while effectiveness is doing the right thing. Majority has selected as doing the right thing and lost the marks allocated for the question.

Question No. 1.7

Lack of knowledge on a parameter of a successful change was shown and some have answered as uncertainly instead of resources.

Question No. 1.8

Some have misunderstood about job analysis and job design which are basic documents in Human Resource Management.

Question No. 1.9

Majority has selected correct answer.

Question No. 1.10

Lack of knowledge on marketing concepts was seen and some candidates have assumed as marketing instead of selling.

Sub question numbers **1.11** to **1.15** were required to list / state 02 answers each in the answer booklet against the number assigned to the question. Majority have failed in answering these 05 questions and had lost 10 marks unnecessarily. Candidates were not familiar in writing short answers due to misunderstanding.

Question No. 1.11

Examiner requested to list per production activities. Some candidates did not know about what the activities to be included as pre-production activities.

Question No. 1.12

Some candidates did not know about requirements for effective market segmentation. Candidates can remember as MASDA as easiest way.

Question No. 1.13

Some candidates have written with advantages of external requirements. It shows that they have not read the question properly.

Question No. 1.14

Majority has answered in general terms to score the marks.

Question No. 1.15

This shows the lack of knowledge about TQM. Some have explained unnecessary things wasting time, due to not understanding the question correctly.

Overall performance for this question was at a satisfactory level.

SECTION B

This section comprised 05 questions each carrying 10 marks with a total of 50 marks. The performance level of majority of the candidates for these 5 questions was satisfactory. Some candidates had ignored writing answers for some of the questions.

Question No. 02

This question was set to identify the four functions of the management process and to explain three challenges faced by the managers in today's business environment due to COVID-19 global pandemic. Generally most of the candidates had stated four functions of the management process and challenges faced by managers at present accurately. This was a simple question that specific answers was available thereby making it easy to obtain 10 marks.

Overall performance for this question was at a satisfactory level.

Question No. 03

This question consists of 3 parts regarding Human Resource Management (HRM). 04 functions of HRM has been identified properly. But explaining the difference of Job Description (JD) and Job Specification (JS) was a failure in most instances. Explaining 03 reasons why the HRM is important for an organisation has been misunderstood by some of the candidates. Some have repeated one reason in several ways. They had answered to the question with their general knowledge. Lack of knowledge about this area was observed. Answers were given without proper understanding. Further, even though only 3 reasons were required to be stated, unnecessary detailed answers had been written by some candidates.

Overall performance for this question was at an average level.

Question No. 04

This question was connected with the present pandemic situation the entire globe is facing where marketing activities are digitalized. Required to identify 04 benefits of Digital Marketing in **part (a)**. It became clear from the answers given that the knowledge of candidates was at a satisfactory level. **Part (b)** was to explain 03 reasons why Marketing is considered as an important function for any business organisation. There were instances where candidates had presented misleading answers. Most of the candidates have explained in par with the present situation.

Overall performance for this question was at a good level.

Question No. 05

This question had been set to explain that the strategy drives organizations to be more proactive than reactive in shaping their future. It would have been sufficient to identify 2 types of strategies that can be seen in an organisation to gain two marks. By explaining 03 external factors of a good strategy which influence the strategy of an organisation candidates should have scored another six marks. To gain 10 marks it was further expected to state two characteristics of a good strategy. Only candidates who properly understood what was required by the question has written satisfactory answers and obtained full marks. A few has obtained the full marks giving correct answer. The reason why most of the candidates obtained marks at a low level (Average 6 marks) has written unnecessary irrelevant details to **part (b)**. Also there were candidates who had not written any answers to this question.

Overall performance for this question was at a poor level.

Question No. 06

This question consists 03 parts. Part (a) required to state 02 advantages of a good organisational structure and 02 disadvantages of a badly designed organisational structure to score 04 marks. Part (b) required to explain 02 factors affecting the design of an organisational structure which another 04 marks was offered. In part (c) candidates were expected to state 02 advantages of a functional organisational structure to gain another 02 marks. It was revealed that obtaining of 10 marks was at a very poor level because answers written by the majority of candidates for part (b) had been very unsatisfactory. The number who had avoided answering this question was also at a higher level. Only a few candidates had submitted correct satisfactory answers for all three parts, out of those who answered the question. The reason would have been either not doing proper study pack reference or poor understanding the question.

Overall performance for this question was at an average level.

SECTION C

Question No. 07

This is a case study question. This has been set to test how theoretical factors can be applied to a given scenario. The question consists of 5 parts **(a), (b), (c), (d)** and **(e)**.

Part (a)

It was required to explain 3 functions of an effective leader. Majority of the candidates were able to write satisfactory answers and obtain the allocated 06 marks. Some candidates although had named the functions of a effective leader, had failed to explain them in detail. Therefore, they failed to score the full marks allocated for explaining.

Part (b)

This part required to explain 4 reasons to consider that controlling is important to the Company in concern - GLOVE PACK. It was necessary for this purpose to get an understanding of the controlling factor of the given company to find 4 reasons and explain one by one. Most of the candidates had written satisfactory answers and earned the allotted 8 marks. Some candidates had written lengthy details which was unnecessary.

Part (c)

This part required stating 4 actions that could be taken by GLOVE PACK management to overcome communication barriers within the organisation. Majority of the candidates had written irrelevant answers for this too. Some candidates had stated the actions that could be taken to overcome the barriers, but had not related it to the relevant case. Most of the candidates had missed scoring 4 marks for this part due to misunderstanding of the question.

Part (d)

This part required to identify 3 signs of de-motivation of employees. Answers to this part as a whole was poor. Most of the candidates had avoided answering this part. It may be due to lack of knowledge about de-motivation signs in general. Some candidates had earned the full 3 marks by spotting out answers correctly.

Part (e)

In this final part candidates were expected to explain the relationship between planning and controlling to get 4 marks. Answers to this part was satisfactory by majority of the candidates but such candidates could not earn the full marks allocated to the question.

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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