<u>Chartered Institute : Executive Level-Communication & People Skills / Batch 1 Final</u> <u>Examination Held in September 2015</u> <u>Markers Report</u>

# Question (1) - Interview with Himashi Wade Financial Officer of Duke Pharmaceutical Company

# GENERAL COMMENTS

- This is a multiple choice listening question with 5 parts. A fair number of candidates have obtained full marks for this part of the question.
- Instances were observed where candidates have wasted their time by writing the answer instead of ticking off the (a) (b) (c) (d) or (e) as required
- Some others did both; writing as well as ticking off
- There were a very few who wrote the answers and left it to the Marker to find out if it was (a) (b) (c) (d) or (e).

# ADVICE TO CANDIDATES

Marks are allocated for merely writing a, b, c or d. Therefore, time should not be wasted to write full answers as it is not the answering criterion.

# Question (2) - Lecture on the impact of IT on Organizations

# GENERAL COMMENTS

- This is a listening question with 7 parts. A very few number of candidates have obtained full marks for this question.
- It was obvious that most of them have not been able to listen, understand the content and answer.
- Spelling errors were plenty, however not subjected to penalizing as this was a listening task.

# ADVICE TO CANDIDATES

In the case of not knowing to spell a word properly, it is important to spell words as they sound at least. For example, if 'HYBRID' is spelt 'hibrid', 'hibridge', or 'hybride', the examiner will allocate marks to the word that derive the same sound.

# Question (3) - Read the passage and fill in the blanks from the words given

# **GENERAL COMMENTS**

- In this, the candidates had to fill 10 blanks with given words. A fair number of candidates have obtained full marks for this question.
- There were a lot of careless mistakes made due to not reading the paragraph properly.

# ADVICE TO CANDIDATES

It would have helped if you read the passage after filling in the blanks as it gives a clearer idea whether the selected word is suited or not.

### Question (4) - Read given text on the importance of an independent audit and write the correct word in each line

#### GENERAL COMMENTS

- In this, the candidates had to identify the wrong word and write the correct form of the word. A fair number of candidates have obtained full marks for this question.
- This showcased the limited vocabulary skills of the majority of the students.

#### ADVICE TO CANDIDATES

You need to expand your knowledge of grammatical formations of verbs, especially with regards to your chosen careers. Reading business news would help you out in this aspect.

# Question (5) - Read interview with the Director/CEO of Kanrich Company & answer given questions

#### **GENERAL COMMENTS**

- In this, the candidates had to answer questions given based on an excerpt from an interview.
- Most have copied the text from the given excerpt and answered.
- Answers were not specific in most cases as they were copied from the text, and therefore marks were penalized.

#### ADVICE TO CANDIDATES

Where short answers are expected, your answer needs to be precise. Avoid writing long and winding sentences as it causes you to lose marks and time.

# Question (6) - Read the passage on the Stock Market & answer questions given

Overall comment : Satisfactory

#### **GENERAL COMMENTS**

 In this, the candidates had to answer questions given based on a passage and the majority were successful in answering properly.

- There were a fair number who have directly written extracts from the passage as the answers.
- Answers were not specific in most cases as they were copied from the text, and therefore marks were penalized.

#### ADVICE TO CANDIDATES

Where short answers are expected, your answer needs to be precise. Avoid writing long and winding sentences as it causes you to lose marks and time.

### Question (7) - Explain most salient points by interpreting graph of Companies X & Y

#### GENERAL COMMENTS

- In this, the candidates had to identify and explain the most salient points in a graph displaying the stock prices of two companies.
- No one obtained full marks for this and a very few didn't even attempt the question or stopped after writing 4-5 lines.
- Some failed to stay within the stipulated 150 words. Some were excused, but others who really went overboard far exceeding the required word count were penalised with a <sup>1</sup>/<sub>2</sub> mark or full mark as deemed fit.
- In general, students were missing the salient points/core areas of the two graphs. Some have missed the requirement entirely and written predictions based on the graphs.
- Some have analysed the graphs separately, but managed to stay within the requirement of the question.

#### ADVICE TO CANDIDATES

When you are asked to explain the salient points, you could have picked the points explain the behavior of the graph as a whole rather than giving individual analysis of the two companies.

Based on the required word count, you need to learn to contrive your answers to be precise and short.

Familiarize yourself with technical terms so that so that your answers are more professional. For example, most have not used terms such as steady growth, plunge, minor/major fluctuations, similar proportion, etc in explaining the graphs, which would have come in handy in making your answers more compact.

# Question (8) - Write a paragraph on either of the topics; Challenges of online education or Job satisfaction equals wage

#### GENERAL COMMENTS

• Some have spent unnecessary words and time on introducing the topic.

- A fair number of those who selected 'Challenges of online education' went out of topic by giving advantages of online education and not challenges.
- Some failed to stay within the stipulated 150 words. Some were excused, but others who really went overboard far exceeding the required word count were penalised with a <sup>1</sup>/<sub>2</sub> mark or full mark as deemed fit.
- Most have not concluded the paragraph and lost marks as marks were awarded for the conclusion.

#### ADVICE TO CANDIDATES

You need to identify the need of the question and ensure that you are within the parameters of the question when answering.

Based on the required word count, you need to learn to contrive your answers to be precise and short.

As the topics were covered in your book, most of you could have brought in solid points to express your views more clearly. You need to be clear in forming sentences. Where you are not grammatically strong, learn to use short sentences to form ideas.

Write neatly. It is difficult to award marks when the markers are straining to read what you have written.

# Question (9) - Use the template provided and write a summary on the Economics of Sri Lanka

#### GENERAL COMMENTS

- A very few didn't even attempt the question OR stopped after writing just a few lines.
- Most have copied directly from the paragraphs given without paraphrasing, but still have failed to pick the important points.
- Most were not good at writing a summary and this is an area they need to improve a lot.

#### ADVICE TO CANDIDATES

In a summary, it is important that you bring in the important points of the text you are referring. Try as much as possible to write in your own words rather than copying directly from the text given.

You need to read what you are writing to see whether there is a flow to the text. Most of you had this lacking.

# Question (10) - Letter of complaint from Purchasing Manager of TKS (Pvt) Ltd to Techfurni (Pvt) Ltd

#### GENERAL COMMENTS

- Most were able score above 5 marks for this.
- Most have written the format of the letter correctly, but failed to use formal language to express the need of the question.
- Some have mentioned the reasons for writing the letter in point form, rather than explaining in paragraph form.

#### ADVICE TO CANDIDATES

In a letter of this calibre, usage of formal language is essential. You need to paraphrase to bring in the points that needed to be addressed such as the poor quality of the wood, colour of the furniture, etc. rather than listing them in point form.

As this is a complaint, you need to consider the tone of the letter and match the language accordingly.

#### **OVERALL COMMENTS**

Some of you were unable to express yourselves due to the poor command of the language.

Grammar and spelling ability should be improved further in most of you.

Try to express your views in short sentences if you are unable to write long sentences. This makes your ideas clearer to the reader.