

BUSINESS WRITING AND COMPREHENSION SKILLS

ASSESSMENT CRITERIA RELATED TO ESSAY TYPE QUESTIONS

Précis Writing (10 Marks)

Précis is assessed on the basis of following criteria:

- Decide suitable theme of the passage
- Use own language
- Present the key ideas in clear, coherent and connected manner
- Use correct grammar
- Use correct spelling
- Use appropriate vocabulary (use of technical jargons or complex words is not necessary)
- The length of Précis-writing should be within the word limit mentioned in the requirement

(Note: No marks are awarded for précis, if words or statements are directly copied from the given comprehension)

Essay Writing (30 Marks)

Essay is assessed on the basis of following criteria:

- Coherence and cohesion of ideas/arguments
 - In case of an affinity diagram, ideas/arguments presented for or against the theme should be restricted to the ideas/sub ideas identified in the diagram.
 - In case of fishbone diagram, elaboration of ideas/arguments should be restricted to the causes and effects identified in the diagram.
- Use appropriate paragraphing (each idea/argument should be discussed in a separate paragraph)
- Use correct grammar
- Use correct spelling
- Use appropriate vocabulary (use of technical jargons or complex words is not necessary)
- Use idioms and phrases
- The length of essay should be within the word limit mentioned in the requirement

Letter Writing (20 Marks)

Letter is assessed on the basis of following criteria:

- Layout/Format
- Subject: Purpose of the letter
- Salutation

- Body of the letter:
 - Buffer/introduction of the sender, if new
 - Main content: Actual message should be written in a clear, logical and meaningful way. Ideas should be discussed with supporting reason(s).
 - Concluding para: This part should be clear and written in a polite way.
- Complimentary close
- Signature line
- Use correct grammar
- Use correct spelling
- Use appropriate vocabulary (use of technical jargons or complex words are not necessary)

Report Writing (20 Marks)

Report is assessed on the basis of following criteria:

- Suitable title
- Table of content
- Executive Summary: A brief overview of the report
- Introduction: Should briefly describe the context and background to the research/topic.
- Discussion: The main body of report should present the analysis in a logical and systematic way and justify the recommendations
- Conclusion: It should follow logically from the facts in the discussion.
- Recommendation: Recommendation points to the future should be action-oriented, feasible, logically related to the discussion and arranged in order of importance.
- References
- Appendices
- Use correct grammar
- Use correct spelling
- Use appropriate vocabulary (use of technical jargon or complex words are not necessary)

Memo Writing (20 Marks)

Memo is assessed on the basis of following criteria:

- Layout/format including:
 - Names of intended recipients.
 - Name and designation of sender
 - Date
 - Subject of the memo

- Body of the memo:
 - Introduction, showing the reason(s) for writing the memo. It should be brief.
 - Details: Necessary details what all employees from executives down to entry level employees need to know. Explain if this memo is a response or a follow-up to previously written communication. The details should be in a logical and meaningful manner.
 - Conclusion: State your conclusion regarding your memo. (explaining clearly what the sender wants the recipient to do).
 - Initials/Signature
- Use correct grammar
- Use correct spelling
- Use appropriate vocabulary (use of technical jargons or complex words is not necessary)