



EXAMINERS' REPORTS

**LEVEL 1 / LEVEL 2 AWARD IN
GLOBAL BUSINESS COMMUNICATION -
(GERMAN)**

SUMMER 2019

Grade boundary information for this subject is available on the WJEC public website at:
<https://www.wjecservices.co.uk/MarkToUMS/default.aspx?!=en>

Online Results Analysis

WJEC provides information to examination centres via the WJEC secure website. This is restricted to centre staff only. Access is granted to centre staff by the Examinations Officer at the centre.

Annual Statistical Report

The annual Statistical Report (issued in the second half of the Autumn Term) gives overall outcomes of all examinations administered by WJEC.

Unit	Page
Unit 1 - Global Opportunities	1
Unit 2 – Global Travel	3
Unit 2 – Global Travel Speaking	5
Unit 3 - Global Customer Relationships	6
Unit 4 – Global Sales and Marketing	8

GLOBAL BUSINESS COMMUNICATION (GERMAN)

Level 1 / Level 2

Summer 2019

UNIT 1 GLOBAL OPPORTUNITIES

General Comments

In the first year of this qualification many candidates achieved pleasing results across a range of tasks and some were completed to a very high level. Whilst no marks are awarded for presentation it was felt that some of the work submitted was poorly presented which detracted from its impact. It is advised that evidence is submitted as would be expected in a Global Business Environment. Good practice seen includes the use of IT packages such as Word and PowerPoint. Whilst assessment, in all centres, was largely fair and consistent it would be helpful to have some comments, however brief, on the "Mark Record Sheets" to show how decisions were made and marks awarded.

Comments on individual questions/sections

Task 1

Benefits of learning languages:

In general candidates managed well with the demands of this task. Many candidates pointed out the advantages of foreign language skills for companies but they failed to address the third bullet point: "Include information about another business that has successfully used foreign language skills to expand their market." Centres are advised to encourage candidates to address all bullet points with any given task.

Task 2

Comparing information on job opportunities:

Many candidates made a sound comparison of the three different jobs with some giving a few but not a wide range of details. Whilst the majority indicated which job would be most suitable for them, they did not all go on to justify their decision.

Task 3

Applying for a job in Germany:

The standard of the CVs varied greatly with some offering very scant details. The best examples had been taken from pro forma outlines which were then highly personalised whereas weak examples had often been only superficially adapted. Part B of this task involved preparing for the interview. Several candidates wrote the potential questions which they might anticipate in English. Given that the interview would be conducted in German it would have been more sensible to formulate the questions in that language.

The interview itself was, for almost all candidates, probably the most taxing part of the assessment. Several clearly worked very hard and are to be commended for their efforts. It is understood too that the conduct of these interviews can be challenging.

Task 4

Understanding work related information:

This was well done by many candidates who gave a reasonable amount of detail from both the printed workplace induction pack and the recorded message left by the administrator from the Human Resources Department. The best examples included details such as the nature of the firm, the promotion prospects, working hours, salary, what to do in the case of illness and emergencies. Candidates are well advised to go into detail with tasks of this nature.

Summary of key points

- Candidates should ensure that they address all bullet points as fully as they are able to with any given task.
- When reporting messages it is advised to give as much detail as possible.
- In preparing questions that might be asked at interview it is good practice to formulate them in German.
- Preparation for speaking tasks should be thorough without the task itself being over-rehearsed or “artificial.”
- Centres are requested to ensure that some comments, however brief, are made on the "Mark Record Sheets" to show how decisions were made and grades awarded.

GLOBAL BUSINESS COMMUNICATION (GERMAN)

Level 1 / Level 2

Summer 2019

UNIT 2 GLOBAL TRAVEL

General Comments

As one would expect, the early questions which required little or no specific language knowledge were well completed by the vast majority of candidates. There was a range of achievement within and across centres for the rest of the paper.

Comments on individual questions/sections

- Q.1** This question, which required four factors to consider when booking travel and accommodation in Germany was well completed by almost all candidates. However, a number failed to achieve the full four points as answers such as “travel” and “accommodation” were too vague since they were given in the rubric. Due to the open nature of the question there was a range of responses which were credited if valid as long as they were not repeating the same concept e.g. Passport and ID card.
- Q.2** Similar in format to question 1, this question was tackled well with the vast majority achieving the full 3 marks available.
- Q.3** The reading comprehension question (« Effizientes Business ») produced a wide range of marks from 0 to the full seven. Point (ii) was the most demanding for many candidates. Some offered vague answers such as “good value” or “cheap” but the answer needed more specific detail such as “you can relax” or “it is an offer with German railways giving travel and entrance for 39,50 Euros.” Some candidates gave information that was not in the text such as “there are trolleys for luggage.”
- Q.4** The listening comprehension question (« Autofahren in Deutschland») produced a wide range of marks. Many candidates had difficulty with sections B and C. Several gave the speed limit as simply a number or miles per hour in response to B (i) “What is the speed limit in towns?” Only a few candidates responded correctly to the questions about overtaking and using a phone whilst driving but a greater number managed to cite not being allowed to drink and drive in response to the final part of this question.
- Q.5** Only a small number of candidates managed to secure the full five marks available for this reading comprehension question about the Eurotunnel. Again some candidates offered general responses which appeared to be based on prior knowledge of the tunnel or common sense rather than the question material e.g. “it’s fun.”

Q.6 Section A

There was a wide range of scores in response to this question requiring candidates to identify the hotels from their descriptions. There was no apparent pattern to which candidates found easiest or most demanding.

Section B

It was interesting to see that a number of candidates failed to identify the correct hotel to choose on behalf of their manager but did then go on to give the correct reasons for their choice. They were awarded points for those reasons as the parts were assessed independently.

- Q.7** The writing question required an E-mail to the hotel to make a reservation. At the lower end there was a very small number of candidates whose responses were not worthy of credit. At the top end there were candidates who covered every bullet point in reasonable detail and wrote accurate German with a variety of different structures and tenses. Generally those who scored well for “Communication” also did well for the “Linguistic Accuracy” mark. However, there was a wide variety of scores with some achieving quite different results in each category. Many candidates used an appropriate greeting and signing off but a number did not. As this was an E-mail there was no requirement to be overly formal just something fitting rather than the bald message with no introduction or ending.

Summary of key points

- Candidates should avoid too much vagueness when answering all questions.
- It is strongly advised that responses to comprehension questions should draw on the source material and not be based on general knowledge of a topic.
- Candidates should avoid changing units or failing to give them e.g. miles per hour for kilometres.
- Candidates should attempt to cover all bullet points on writing tasks even if they feel their answers may not be strong. This includes any instruction to offer an introduction or ending to a message.

GLOBAL BUSINESS COMMUNICATION (GERMAN)

Level 1 / Level 2

Summer 2019

UNIT 2 GLOBAL TRAVEL SPEAKING

General Comments

There was a wide range of marks across and within centres from candidates whose speaking was largely in English to those who spoke fluent German with an authentic accent and clear intonation. Most recordings were clear and the majority of tests were conducted in line with WJEC requirements. There was a small number of recordings where the candidate announcements at the start were forgotten or incomplete. In some cases not all authentication sheets were signed. Only a comparatively small number of candidates responded effectively to the unprepared elements. Some candidates used repair strategies successfully when they had begun an inaccurate utterance. Some candidates succeeded in conveying quite difficult messages at the start of the role play then not complete seemingly easier points later on.

Comments on individual questions/sections

Many candidates scored high marks for content as they managed to cover all or almost all of the bullet points and make themselves fully understood. It is clear that many had practised and prepared well for the speaking assessment. Generally those who scored well for “Communication and Content” also did so for “Pronunciation and Intonation.” However, there were also several candidates who achieved quite different marks in the two categories. In the mid-range it was not unusual for utterances to contain nouns but not have verbs. For example when giving the manager’s date and time of arrival a candidate would offer: “Mein Manager am 14. Juli.” This pattern was repeated with several utterances. In requesting information it was a common mistake to use “Informatik.” Across the board the greatest number of candidates performed well when giving a description of their manager. With weaker candidates there was a considerable degree of anglicisation and poor pronunciation which rendered some sentences very difficult to understand. Whilst there was a degree of hesitation in some assessments, this was not a major problem in most cases. A number of recordings were very similar in terms of content which might suggest over-reliance on notes.

Summary of key points

- Centres are reminded that it is necessary for all candidates to complete authenticity sheets.
- In preparing for the speaking assessments candidates should be encouraged to attempt full sentences whenever they can to ensure they achieve the highest marks possible for “Communication and Content.”
- Candidates’ notes should **not** contain full sentences.
- It is in candidates’ best interests to be aware that the assessment is marked in two categories: “Communication and Content” and “Pronunciation and Intonation.”
- Candidates should attempt to sustain their contributions for the duration of the speaking assessment.

GLOBAL BUSINESS COMMUNICATION (GERMAN)

Level 1 / Level 2

Summer 2019

UNIT 3 GLOBAL CUSTOMER RELATIONS

General Comments

A number of candidates achieving very well on certain tasks and a lot lower on others was a common occurrence. Since the overall grade can only be as high as that achieved for any given task it is in candidates' best interests to ensure that all tasks are approached with a diligent attitude and that they are completed to the best of the candidates' ability. In some cases certain pieces of work were exemplary whilst others were clearly completed in a rushed manner and often with little attention to detail.

Comments on individual questions/sections

Task 1 Organising an event to build customer relations

Whilst the rubric clearly indicated that candidates needed to produce a webpage invitation or an invitation which could be attached to a document, some produced only brief notes. The best examples covered all the bullet points but many gave only vague information. It is good practice for candidates to ensure they cover all points in the rubric.

Task 2 The benefits of building global relationships

A number of candidates offered brief notes for this task whilst it was clearly indicated that it was meant to be a 3 to 4 minute presentation in English. This was to be in the form of a PowerPoint with slides, a video, screencast or Adobe Spark. There were also examples of impressive PowerPoints which showed an almost professional level of achievement.

Task 3 Understanding customer complaints and enquiries

Candidates fared well on this task with a number being awarded merit. Those were the ones who gave considerable detail from both the comments left on the website and the recorded messages.

Task 4 Communicating with customers

Part A: which required the candidates to deal with a phone call in German, was quite demanding for many candidates. In some cases responses were hard to understand and there was a considerable amount of mother tongue interference. Speaking is usually a difficult skill for many and it is good practice to attempt as many similar style exercises as possible before the assessment without, of course, rehearsing elements of the assessment itself.

Part B: required candidates to compose an E-mail in German in response to one of the customers' messages. This varied but, overall, almost all candidates accomplished this part of the task with greater ease.

Summary of key points

- Candidates should ensure that they approach all tasks with an equal amount of effort and application.
- Centres are advised to read the rubric for each task carefully and select the best medium for covering the work accordingly.
- Every effort should be made to produce presentations which last for the prescribed time (Task 2: 3 to 4 minutes)
- Centres are requested to ensure that some comments, however brief, are made on the "Mark Record Sheets" to show how decisions were made and marks awarded.

GLOBAL BUSINESS COMMUNICATION (GERMAN)

Level 1 / Level 2

Summer 2019

UNIT 4 GLOBAL SALES AND MARKETING

General Comments

A number of candidates appeared to find making a presentation in German quite demanding. There was a variety of responses to the various tasks and, at the top end, there were some very impressive pieces of work.

Comments on individual questions/sections

Task 1: Identifying opportunities

The standard varied from candidate to candidate, as one would expect. A small number of candidates produced very impressive, quite detailed slideshows which met the assessment criteria well. Most candidates enjoyed some degree of success with this task.

Task 2: Promoting products/services

This required candidates to explain different types of media and marketing techniques, to evaluate their effectiveness and to identify cultural, social and economic factors to consider when developing a marketing strategy for the German market. Whilst the overwhelming majority of candidates managed to explain different types of media and marketing techniques, it was the latter parts of this task which some did not fully address. A number of candidates produced very pleasing pieces of work which met the assessment criteria well.

Task 3: Comparing key features and producing marketing materials

Part A: Many candidates largely responded well to the listening task and were able to give a number of details of the products being promoted but some achieved a level one pass only as their work lacked that detail.

Part B: Some candidates produced quite impressive flyers in German. A number could be described as truly excellent examples. There were isolated instances of candidates completing part A of this task but not producing the flyer required for part B which obviously limited the level of achievement. A small number did not manage to address all the bullet points given for the production of the flyer.

Task 4: Sales Pitch

As with previous units it was the requirement to speak/present in German which proved most taxing for the majority of candidates. However, there were examples of sales pitches which were most impressive with clear, comprehensible German. There was some variety in candidates' ability to deal with questions. Some dealt with them most effectively but a large number found this demanding. A number of candidates also struggled to make themselves understood and messages sometimes failed to be conveyed due to unclear pronunciation. Mother tongue interference also obscured communication for some candidates. In some instances there was not much variety between the content of different pitches.

Whilst it is appreciated that there will be a great deal of similarity due to all completing the same task, one would not expect a group to appear to be almost following a formula. Giving phone numbers as successive numbers, as some candidates did, (e.g. 2, 3,4,5,6,7) does not really achieve an authentic feel.

Summary of key points

- Centres are requested to ensure that some comments, however brief, are made on the "Mark Record Sheets" to show how decisions were made and marks awarded.
- In preparing candidates for task 4 ("The Sales Pitch") it is good practice to allow candidates to experience answering questions in German.
- When producing the flyer for part B of task 3 candidates should take care to ensure that they address all bullet points in the brief.
- Whilst it is appreciated that accommodating speaking assessments can be difficult and also present logistical issues, centres are advised to attempt to make live presentations as authentic and individual as possible.



WJEC
245 Western Avenue
Cardiff CF5 2YX
Tel No 029 2026 5000
Fax 029 2057 5994
E-mail: exams@wjec.co.uk
website: www.wjec.co.uk