

CARIBBEAN EXAMINATIONS COUNCIL

**REPORT ON CANDIDATES' WORK IN THE
CARIBBEAN ADVANCED PROFICIENCY EXAMINATION**

MAY/JUNE 2004

MANAGEMENT OF BUSINESS

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GENERAL COMMENTS

Unit 1 of the Management of Business syllabus was offered to school candidates for the first time in 2000. It was first offered to private candidates in 2003. Unit 2 was offered to school candidates for the first time in 2003, and to private candidates in 2004.

The registration of candidates for Unit 1 increased from 1176 in 2003 to 1562 in 2004. Registration for Unit 2 increased from 607 in 2003 to 987 in 2004.

Each Unit comprises three Modules. The assessment takes the form of two written external examinations and an Internal Assessment (IA) in the case of school candidates. Paper 03/2, a third external examination is offered to private candidates.

Paper 01 is designed to test the breadth of candidates' knowledge, whereas Paper 02 is designed to test the depth of candidates' knowledge. Paper 03 is designed to test the application of knowledge.

Overall, the performance of candidates in the 2004 Management of Business examination can be considered satisfactory. Performance on Unit 1, Module 3 (Finance and Accounting) continues to be below that of the other Modules. Candidates scored 51 per cent of the total available marks for the examination; however, they scored 40 per cent on Module 3 compared to 55 per cent in Module 1 and 59 per cent in Module 2. A similar pattern was evident in 2003.

The picture in Unit 2 is much brighter. Candidates scored 60 per cent of the total marks available for the examination. The highest mean performance was recorded in Module 3, Small Business Management where candidates scored approximately 71 per cent of the available marks. Production and Operations Management and Fundamentals of Marketing recorded 57 per cent and 52 per cent respectively.

Paper 02 continues to provide a challenge to the majority of candidates. This seems to be stemming from a "compartmentalization" of knowledge; candidates seem unable to apply knowledge from one domain to another. It must be recognized that although the Management of Business Examinations are divided into modules for convenience of testing, management is fundamentally an eclectic discipline, that is, it borrows from several other "primary" fields of learning, like, accounting, psychology and marketing to name a few.

Unit 1 comprises three Modules:

Module 1: Business and its Environment

Module 2: Management of People

Module 3: Business Finance and Accounting

Paper 01

Paper 01 comprises 15 compulsory questions, five on each Module.

Paper 02

Paper 02 comprises six optional questions, two on each Module. Candidates are required to choose one question from each Module.

Paper 03/1

Paper 03/1 is the Internal Assessment. Candidates are required to undertake an investigation from which they produce a written report.

Paper 03/2

Paper 03/2 is the alternative to the Internal Assessment. It comprises a case study spanning the three Modules. Candidates are required to answer three questions based on the case study, one from each Module.

