

EXAMINER'S REPORT**TALENT SUBJECT - JANUARY 2021****(310) BUSINESS COMMUNICATION**

The Paper, (310) Business Communication arranged for AAT Talent Subject level in July 2021 consisted of three sections as section **A**, **B**, and **C** with 7 compulsory questions had been set to assess AAT final level candidates' English language abilities in relation to business communication. Interactive skills, English grammar, business writing, vocabulary and various interpretations in English language especially in relation to business communication had been tested through this paper within three hours.

The marking examiners were of view that the paper, (310) Business Communication – July 2021 weighed much on testing business writing of the candidates had been set to the relevant standard. This time the performance of the candidates to this paper was satisfactory.

General Observations of the Paper:**Section A**

One compulsory Question with two parts (allotted 25 marks)

Question No. 01

(A) This question had been set to assess the ability of interactive skills of the candidates by using the MCQ technique to select the most appropriate phrase to complete a short dialogue. Almost all the candidates had attempted this question though the performance of the candidates was at a moderate level.

Suggestion for improvement:

The candidates should be given more opportunities to move in the business environment where English is spoken. In addition, they should pay much attention on conversational texts, dialogues while doing dialogue-based activities.

(B) This question also had been set to assess the abilities on conversational English specially in practical business environment while testing the grammar. The performance of the candidates was at a moderate level. It was noticed that they had to understand the meaning of words, phrases and sentences to identify the relationship between the utterances given to make a successful answer for a question like this.

Suggestion for improvement:

It can be recommended that the candidates should read more texts from newspapers, magazines and books to familiarize the ways of expressing the ideas in various business contexts. Real life experience is also very helpful when answering this type of questions. Attending to more exercises prior to the exam is also important.

Section B

Five compulsory Questions (allotted 50 marks)

Question No. 02

The objective of this question was to assess the ability to interpret a bar-chart which was based on information in relation to the business context by filling in gaps from the given words. Almost all the candidates had attempted this question and many had scored for this.

Suggestion for improvement:

The candidates are advised to learn use of language techniques to compare and contrast data in business environment, for that they are recommended to read various business articles published in newspapers, business magazines and company annual reports, etc.

Question No. 03

This question was set to assess the candidates' comprehension skills. They were expected to understand an English text related to business world and answer the questions. With the answers it was noticed that the text used therein had been well suited to the level as the comprehensive questions were satisfactorily answered by many and they had scored full marks. However, some answers were not clear since some candidates had copied the chunks from the text in order to take the answers though they could understand the text.

Suggestion for improvement:

The candidates are advised to read texts from business pages of newspapers and annual reports to understand business articles and familiarize them. And also learning technical words will be very helpful for them to answers questions like these. Further they are advised that they should learn how to take out the correct answer to suite the questions but not the chunks from the text.

Question No. 04

This question was set to assess the ability of writing a memo. The technique was guided writing. Majority of candidates had attempted this question and scored at a moderate level. It was noted that many candidates had followed the correct format of the memo though the contents were a bit of out with some grammar mistakes. However, it was a very popular question among the candidates.

Suggestion for improvement:

The candidates are advised to be more familiar with official letters, memos, etc. And the candidates need to improve the writing ability with a good knowledge of English grammar to produce a good answer. Candidates should do further practice to improve the writing ability.

Question No. 05

The objective of this question was to assess the ability to explain an income statement of a company. Many candidates had attempted this question and the performance was also at a satisfactory level. But there was a lack of presentation of data in some answers.

Suggestion for improvement:

The candidates are advised to refer the company financial reports and income statements for further knowledge. It is very important to read business pages in newspapers to be more familiarized with the style of writing a financial report and to present the data in an effective way.

Question No. 06

This question was prepared to assess the ability to write an email conveying a message in a business context. Through this question the candidates were expected to write a request by explaining the requirement of the company briefly but some candidates had elaborated the company details unnecessarily with the idea of expanding the word count of the email as it wasn't mentioned that they should write a particular number of words in the email. And also, a very few had misunderstood the question without reading properly and some had written the email in the format of a business letter. In overall many had followed the given guidelines and written the email well.

Suggestion for improvement:

The candidates are advised to be familiar with the letters and emails to understand the difference between them. In addition, they are expected to concentrate on English grammar and writing. I would like to recommend that the candidates should refer to the internet to further learning the formats. The students must follow the given guidelines and read the question well before answering it.

Section C

One compulsory Question (allotted 25 marks)

Question No. 07

- (A) This question was set to assess the ability to write a formal speech on a given topic. Almost all the candidates had attempted this and it was noted that majority of them scored at a moderate level for this. The given guideline had been followed by many and some speeches were beautifully written. However, it was found that some speeches had no proper beginning and ending though they had good contents. And it was also noted that some candidates had included facts which were out of the topic due to not having understood the question but ignored the given guidelines.

Suggestion for improvement

Candidates should read newspapers, printed speeches, interviews etc. It is very essential to pay attention by the candidates, when a speech is prepared, to select right choice of words, relevant fillers etc. to make the speech alive. Presenting information on the subject matter is also very important.

- (B) This question was made to assess the candidates' ability of writing a covering letter to send with a CV to a job. Many had tried this and scored moderately. However, in answering this question, it was noted that many had written the covering letter and a CV. Not only that, without attention to the question, majority of them had written the full letter though it was mentioned to write only the body of the letter. Unnecessary details had been included in the letter though they were given a guideline what should be included in it. However, some had understood the question and scored well.

Suggestion for improvement

The candidates should read the question well to understand it before writing the answers and when answering the given guideline must be followed. A covering letter to a job should be very effective and convincing. Therefore, the ideas and things being presented must be well organized in the covering letter as it is the letter which decides the candidate's selection for the interview. Thinking all those in mind the covering letter should be produced. The candidates are advised to be familiar with type of letters by referring to the books. The grammar and the way of presenting should also be concentrated here.

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COMMON SUGGESTIONS FOR IMPROVEMENTS:

- (1)** The candidates must pay much attention on grammatical accuracy, appropriateness, choice of words, mechanics of writing and organization when writing questions related to writing.
- (2)** The candidates must read the question well and follow the instructions given in the paper thoroughly before answering.
- (3)** The candidates should try to guess the meaning of new words and phrases according to the context.
- (4)** The candidates must apply the reading techniques like scanning, skimming and inferring when attempting to answer questions related to reading.
- (5)** The candidates must pay extra attention on spelling, time management, required length of the writing texts and clear and legible hand writing.
- (6)** The candidates must pay much more attention on dialogue writing by referring to samples as they are expected to do activities related to conversations in the paper.
- (7)** The Study guide issued for the exam must be thoroughly referred.
- (8)** In order to improve the good range of vocabulary, the candidates must read more and more business related articles from newspapers, magazines, reports. etc.

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