

**EXAMINER'S REPORT****TALENT SUBJECT - JANUARY 2025****(310) BUSINESS COMMUNICATION**

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Business Communication – January 2025 paper comprises of three Sections as **Section A, B** and **C**, had 7 compulsory questions to test AAT final level candidates' English language proficiency in different contexts where they would use the language in relating to business environment. Basically English grammar, reading comprehension, report writing, analytical writing, letter writing and vocabulary had been tested.

According to the observations and the comments of marking examiners the paper was at the relevant standard level and in January 2025 performance of the candidates was above the average level.

**Section A**

One compulsory Question with three parts (allotted 25 marks)

**Question No. 01****Part A**

This question arranged to assess interactive communication skills in a business context using multiple-choice questions to select the most appropriate word or phrase. Most candidates attempted this question and performed exceptionally well, with many scoring full marks. It was evident that candidates had a good understanding of the dialogue and successfully matched correct phrases to the blanks, considering both grammatical accuracy and contextual relevance. However, it was noticed that candidates who got less marks for the **part A** of the question number one had not followed the instructions given to read all parts of the question before answering.

**Suggestions for improvement:**

- **Understand the context:** Carefully read the entire dialogue, considering the context and roles of the speakers.
- **Identify the Blank Type:** Identify the type of word required (noun, verb, adjective, etc.) based on the sentence structure.
- **Match Phrases to Blanks:** Match the phrases logically and grammatically to the blanks.
- **Verify Consistency:** Ensure the dialogue flows coherently and appropriately.
- It is highly recommended to refer to the AAT self-study text related Business Communication. In addition to that it is recommended to read business magazines, newspapers, and online articles to enhance familiarity with phrasal verbs and idioms used in day to day context.

## **Part B**

This part tested the candidates' ability to choose suitable phrases in a business dialogue. The performance of the candidates was commendable, and most candidates demonstrated a good understanding of the requirements, scoring well overall.

### **Suggestions for Improvement:**

The candidates should pay attention on developing familiarity with conversational English in business context. They must practice dialogue-based exercises to answer this type of questions successfully. As suggested in the **part A** the candidates should attend the matters in various type of text from newspapers, magazines to improve comprehension and usage.

## **Part C**

This question was made to assess the grammar skills related to prepositions. The overall performance of the candidates on this question was at highly satisfactory level. Most candidates scored well, demonstrating a clear understanding of the usage of prepositions in sentence construction.

### **Suggestions for Improvement:**

The candidates should pay more attention on following points:

- **Understand common preposition usage and read more sentences in context:** Regular reading of books, articles, and newspapers helps in naturally understanding the correct usage of prepositions.
- **Practice grammar exercises regularly:** Solve grammar worksheets specifically focused on prepositions. Online quizzes and practice tests such as close tests are a great way to reinforce knowledge.
- **Use mnemonics or examples:** Create simple examples or sentences for tricky prepositions to remember their usage easily.
- **Learn and practice:** commonly used phrases such as by mistake, in time, at risk, etc.
- **Avoid guesswork:** Instead of randomly choosing a preposition, try to understand the sentence meaningfully to choose the most appropriate one.

## **Section B**

Five compulsory Questions (allotted 50 marks)

### **Question No. 02**

This question was set to assess the candidates' ability to interpret a data table and complete a cloze test. The majority of candidates had answered successfully though occasional errors in word choice were noted. It was noted that some candidates had confused first and last answers. In order to get the real answer candidates should pay attention to the data in the table.

### **Suggestions for Improvement:**

- **Read the entire passage first:** understand the overall context and meaning.
- **Use contextual clues:** use the surrounding words and sentences to determine missing words.
- **Check for consistency:** Ensure grammatical accuracy and consistency.

### **Question No. 03**

This question was set to assess the proficiency of candidates on reading an English text. The task required candidates to read a text carefully and fill in the blanks appropriately. Majority of the candidates had answered well demonstrating good comprehension and appropriate word / phrase selection.

### **Suggestions for improvement:**

- **Read the entire passage first:** Read the full passage before attempting the answers in order to get a rough idea about the text.
- **Practice:** Continue to practise cloze passages regularly to further enhance vocabulary and contextual understanding.
- **Check the coherence:** Encourage students to double-check that their chosen words maintain the overall coherence and meaning of the text
- **Improve vocabulary:** The candidates should read a variety of texts to learn a large range of vocabulary.

### **Question No. 04**

This question was prepared to assess the letter writing ability of the candidates by assess. Most of the candidates performed well, demonstrating a good understanding of formal tone and clarity in communication with guidelines given in the question. However, some answers were found in a letter format with sender's address, date, salutation, etc. though only the content was required for the answer. Therefore, it is important for the candidates to read the question well and understand what was required for the answer, which will be a fact to manage the time.

### **Suggestions for improvement:**

- Be clear and concise in identifying and explaining each error.
- Keep the tone polite and professional throughout the letter.
- Practice in organizing points logically such as starting with the purpose, followed by identified issues, and concluding with the request.
- Read the question well and understand how should be answered successfully with required details and length.

## Question No. 05

The question was set to test the ability to convey information clearly and effectively in written form, using an appropriate tone and language for a workplace context.

The note reflects how well the candidate communicates with colleagues using respectful and collaborative language when requesting support.

The majority of candidates answered this at satisfactory level demonstrating a clear understanding of the purpose and structure of a professional note.

However, a few candidates presented their answers in the form of formal letters, which was not suited to the context. It is important to recognize that the question specifically expected a short note, which is typically more concise and informal than a letter.

### Suggestions for improvement:

- **Understand the format and context:** Candidates should carefully consider the context of the task and select the appropriate format. In this case, a brief internal note rather than a formal letter.
- **Be concise and complete:** A good note should be succinct while still covering all essential information. Avoid overly elaborate expressions that may dilute the clarity of the message.
- **Maintain a professional yet courteous tone:** Even in informal notes, it is important to remain polite and respectful, especially when making a request to a colleague.
- **Practice different business communication styles:** Exposure to various forms of written communication will help candidates adapt their writing style according to the situation such as memos, emails, messages, and internal notes.
- **Attention:** The candidates should pay attention to analyze the purpose, audience, and context of communication which will greatly enhance their effectiveness in professional writing tasks.

## Question No. 06

This question was set to test grammar knowledge of the candidates which had been attempted by all. Most of the candidates had attempted the question and many had provided attempted successful answers for this question.

### Suggestions for improvement:

The candidates should pay attention on following points:

- **Understand Sentence Structure:** The basic structure of English sentences [Subject + Verb + Object (SVO)]. Identify parts of speech (noun, verb, adjective, etc.) to understand sentence flow better.
- **Practice regularly with jumbled sentences:** Include regular short exercises with jumbled words so candidates get used to identifying correct order.

- Use clues like articles and pronouns. The candidates are advised to refer for connectors, articles (a, an, the), pronouns (he, she, it), and verbs to find logical placements in the sentence.
- The candidates should focus on meaning rather than punctuation clues.
- It is recommended to read and get exposure to well-structured sentences by referring books, stories, articles. It will help to help develop a natural sense of sentence flow.

### **Section C**

One compulsory Question (allotted 25 marks)

#### **Question No. 07**

##### **Part A**

This question was set to assess the candidates' ability in formal letter writing. Overall performance of candidates was at a satisfactory level. However, several common issues affected their performance. While most attempted the letter, a notable number of candidates were confused about a cover letter with a CV, leading to irrelevant content. Some candidates failed to follow the correct formal letter format, which significantly reduced their marks. Additionally, many letters lacked clarity, focus, or proper organization, resulting in vague expressions of interest and poorly structured content.

Although the basic ideas were presented, only a few candidates successfully included all the required elements such as introduction, qualifications, experience, and a polite request for an interview in a concise and professional manner. Candidates must pay more attention to language tone, grammar, and sentence structure.

##### **Suggestions for improvement:**

- **Understand the purpose and structure:** A cover letter is not a CV. Candidates should clearly understand its purpose with a personalized introduction, not to repeat it.
- **Follow the formal letter format:** Use proper layout including recipient designation, greeting, paragraphing, and a respectful closing.
- **Be concise but focused:** Stick to the word limit (100 - 120 words), but ensure all essential points qualifications, skills, experience and interest are clearly included.
- **Tailor language professionally:** Use formal language and avoid slang or overly casual tone. Use phrases like "I wish to express my interest..." or "I kindly request an interview..."
- Proofread for accuracy, tone, spelling, grammar, and sentence flow matter. Review the letter to ensure that it is professional, confident, and error-free before finalized.

## Part B

This question was set to test the ability of presentation of a well-organized speech in a context where a broader audience exists. The performance of the candidates in writing the speech was at a good level. Many of them have followed the provided structure effectively, presenting their ideas in an organized and logical manner. It was encouraging to see creative and innovative ideas showcased in their answers. A few candidates, however, lacked clarity in expressing the technical aspects of the product or lacked in incorporating audience engagement techniques. Nevertheless, the overall attempt reflected good understanding and enthusiasm.

### Suggestions for improvement:

- **Start with a Strong Introduction:** Clearly introduce the team and research background to create context and engage the audience from the beginning.
- **Use clear and concise language:** Avoid overly technical jargon; keep the content simple and understandable for a broader audience.
- **Include specific details:** Clearly describe the product's features, materials used, and its environmental and social benefits.
- **Engage the audience:** Use a friendly and enthusiastic tone, and include phrases that connect with the audience's interests and needs.
- **Practise structured writing:** Always follow a logical flow for a well-organized and impactful speech such as Introduction, objective, body, and conclusion.

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### COMMON SUGGESTIONS FOR IMPROVEMENTS:

- (1) Pay attention on spelling and punctuation marks when answering.
- (2) Ensure answers are relevant and clearly linked to the question numbers.
- (3) Pay attention on grammatical accuracy, appropriateness to the questions.
- (4) Follow the given instructions thoroughly and read the questions understandably.
- (5) Pay attention on clarity and should write relevant question numbers correctly.
- (6) Use reading techniques like scanning, skimming and inferring when attempting to answer questions related to reading.
- (7) Pay attention on required length of answers.
- (8) Improve good range of vocabulary.
- (9) Clear and legible hand writing.
- (10) Manage time to answer the paper.
- (11) Pay attention to the given guidelines.
- (12) Practice more exercises include in the Self-study Text.

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