

EXAMINER'S REPORT

TALENT SUBJECT - JANUARY 2024

(310) BUSINESS COMMUNICATION

This question paper comprises with three Sections as **Section A**, **Section B** and **Section C**, had 7 compulsory questions to test AAT Final level candidates' English language proficiency in various contexts in relation 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 2024 performance of the candidates was above the average level.

Section A

One compulsory Question with two parts (allotted 25 marks)

Question No. 01

(A) This question arranged to assess the interactive proficiency of the candidates in relation to business contexts by using the MCQ technique to select the most appropriate word/phrase was attempted by almost all the candidates. Their performance was at an above average level for this question and some had scored full marks with paying much attention to the instructions. However, it was noticed that though they had been instructed to read all parts of the question before answering some had not done so.

Suggestion for improvement:

The foremost advice to the candidates is that they must read and understand the questions and the instructions carefully before selecting the correct answer for which sometimes they might have to read the question several times. Further, the candidates should pay more attention on conversational type texts / dialogues specially in the business contexts while they should practise dialogue-based activities. It is highly recommended to refer to the AAT English self-study text. In addition it is recommended to read interviews in business magazines, newspapers, websites, etc. Furthermore, they should be familiar with phrasal verbs and idioms which we use in day to day contexts.

(B) This question was also set to measure the ability to converse in English in different situations in business contexts. The technique used in this question is to choose the suitable option from the given options. It was observed that it was somewhat easier for the candidates because a considerable number of them had answered well and almost all had attempted this question.

Suggestion for improvement:

The candidates should pay attention on conversational language in business environment. As suggested in the **part A**, the candidates should read various types of texts from newspapers, magazines and so on. They must practise dialogue based activities to answer this type of question successfully.

- (C) This question which was prepared to assess the candidates' proficiency in grammar, specially use of three types of conditional clauses was attempted by almost all the candidates. Among them a number of considerable candidates had successfully answered. The technique used was filling in blanks.

Suggestion for improvement:

The candidates should pay more attention on how connectives work in sentences and make them meaningful sentences. Much reading is needed for this. It is recommended to refer grammar books.

Section B

Five compulsory Questions (allotted 50 marks)

Question No. 02

This question was set to assess the ability to analyze a data table. Majority of candidates had answered this question successfully. Having elaborated data sufficiently some answers were organized in a logical manner with the required length. However, it was noted that some of them had made occasional errors with less effective word choice.

Suggestion for improvement:

Candidates are advised to read business articles in newspapers, business analysis in company annual reports etc. Further, candidates should practice analytical writing. It is very important to note that candidates should refer the AAT self-study text.

Question No. 03

This question was set to assess the candidates' proficiency in use of vocabulary in a business field. Almost all the candidates had attempted this question and scored fairly well. Also it was noted that many candidates had been able to grasp the correct options given after reading the text.

Suggestion for improvement:

The candidates are advised to read books, articles, papers in relation to business writing such as newspapers, magazines and reports, etc. Further, while the candidates should practice such exercises they should improve their vocabulary by referring to the business glossaries and dictionaries.

Question No. 04

This question was set to test the candidates' proficiency in writing a notice to communicate officially within a company. A guide had been given how it was written and what facts to be included. Therefore, the majority of candidates had answered well with the appropriate contents and the required length under the appropriate format using the given guidelines. However, there were occasional errors of grammar in some answers. A few answers were met in a letter format without following the guidelines.

Suggestion for improvement:

The candidates should pay attention on the formats when writing such an item in order to produce it in a good way. Additionally, grammar should be considered and different types of notices should be referred to have a good understanding about notices.

Question No. 05

This question was prepared to assess the letter writing ability of the candidates. Many candidates had attempted this question and it was observed that it was bit difficult for some because they were unable to comprehend how to agglomerate the ideas though they were given a guideline in the question. For example, some had written a letter to request a personal loan. The average performance of the candidates for this question was not satisfactory. There were answers with some grammatical errors. Some had not followed the formal letter format.

Suggestion for improvement:

It is very important to note that the candidates should read the question very carefully and understand it well before writing the answer. The given guidelines are also important to produce a good answer. Therefore, candidates must follow the guidelines properly. In addition, sample letters should be referred to get a good knowledge of writing formal letters and much practice is needed. Then they can understand the language, format etc. of formal letters to organize and present facts in a letter in an effective way. Attention should be kept on grammar, specially on sentence patterns while attempting to improve technical vocabulary needed for letter writing.

Question No. 06

This question was set to assess the candidates' proficiency in grammar, i.e. syntax of sentences. This question measured the real knowledge of grammar of the candidates because all had attempted but many had not succeeded in answering correctly to this question. It was observed that they had hardly had syntactic knowledge in the language because words and phrases used in this question were not difficult though they could not understand and arrange syntactically.

Suggestion for improvement:

The candidates are advised to refer grammar books and keep on reading to understand the syntax of sentences. Further while the candidates should practice such exercises they should improve their vocabulary.

Section C

One compulsory Question (allotted 25 marks)

Question No. 07

- (A) This question was set to test the ability on how a CV was written properly in response to an advertisement. All candidates had attempted this question but it was observed many CVs were incomplete and not arranged with information required in a CV in proper order. A considerable number of candidates had mixed up professional and educational qualifications and experience in the CV. The candidates had used different types of formats. However, they had earned some marks from this question with the help of the guideline given in the question.

Suggestion for improvement:

The candidates should pay attention on the format of the CV when writing it. They can use different formats but it is much needed to understand what should be included and how the details should be arranged in the CV. Unnecessary information should be avoided in a CV in order to make it effective. Samples would help the candidates to create proper CVs.

- (B) This question was set to test preparation of a speech on given facts and present it to management / professional level staff. Some candidates had not attempted this question and many who had attempted had not been successful in answering this question. On the other hand, many answers were found unsatisfactory because of some reasons. For example, some had presented only the data in a para form and they had not considered the beginning and end of the speech. It was observed that some could not manage the word limit within the required limit.

Suggestions for improvement:

Candidates should understand that it is a speech and therefore it should have an effective beginning and a proper end. They are advised that only the important figures should be highlighted in the speech. Also proper tenses and language components such as cohesive devices should be used to express ideas. The required length should be an important factor when writing a speech.

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COMMON SUGGESTIONS FOR IMPROVEMENTS:

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

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