

**EXAMINER'S REPORT****TALENT SUBJECT - JULY 2022****(310) BUSINESS COMMUNICATION**

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Business Communication – July 2022 paper comprising 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 easier to the talent subject level and this time there had much better performance of the candidates compared to the previous examinations.

**The performances of the candidates in July 2022 are as follows:**

**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 only 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 Business Communication 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 set to measure the ability of use of English grammar, specially proficiency of prepositions in business contexts. The technique used in this question is to fill in the blanks. It was somewhat easier for the candidates as a considerable number of them had answered well and almost all had attempted this question.

**Suggestion for improvement:**

The candidates should pay attention on use of prepositions correctly. Various types of texts must be read daily to give correct answers.

**Section B**

Five compulsory Questions (allotted 50 marks)

**Question No. 02**

This question which was prepared to assess the candidates' proficiency in grammar, specially use of cohesive devices and connectives to make sentences meaningful in business-typed texts was attempted by almost all the candidates. Among them, a considerable number of candidates had successfully answered. The technique used was filling in blanks in a business writing text.

**Suggestion for improvement:**

The candidates should pay more attention on how cohesive devices and connectives work in sentences and make them meaningful sentences. Much reading is needed for this. It is recommended to read business articles in newspapers, magazines, etc.

**Question No. 03**

This question was set to test the candidates' proficiency in writing an internal memo to communicate officially within a company. 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.

**Suggestion for improvement:**

The candidates should pay much more attention on the formats of writing by practising after reference to newspaper advertisements as to how and what vocabulary and sentence patterns should be used.

#### **Question No. 04**

This question was set to assess the ability to analyze the data of an income statement of a business organization. Almost all the candidates had answered this question and the majority of them had been successful. 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 practise analytical writing. It is very important to note that candidates should refer the AAT study text.

#### **Question No. 05**

This question was set to assess the candidates' proficiency in use of vocabulary in a business related texts by understanding the text. Almost all the candidates had attempted this question. And also it was noted that many candidates had been able to grasp the correct options given after reading the product-wise profit analysis and scored fairly well and almost all had attempted this.

#### **Suggestion for improvement:**

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

#### **Question No. 06**

This question was set to assess the proficiency of the candidates in writing an email. A guide had been given in the question itself in order to ease the answer. This time many had attempted this question which is considered fairly difficult for the candidates as it is a writing task. One thing noticed by examiners was that some candidates had made satisfactory answers and earned good marks. In addition to the assessment of the ability of writing an email, the candidates had been tested how they would manage a serious case such as a case mentioned in the question.

#### **Suggestion for improvement:**

The foremost advice to the candidates was that they should practise writing regularly with a help of instructors and books. The grammar specially sentence patterns should be thorough in order to write an email. Samples should be referred to understand writing an email.

## Section C

One compulsory Question (allotted 25 marks)

### **Question No. 07**

- (A) This question was set to test the comprehensive ability of the candidates. Having understood short descriptive texts, the candidates were expected to select contextually similar words /phrases and fill in the blanks. The most of the candidates had touched the question and earned high marks. A few were found it difficult in grasping correct answers to the respective blanks.

#### **Suggestion for improvement**

Candidates should pay attention on the given texts in order to be familiar with contextual understanding. Then the candidates must read and understand the questions perfectly. Then only they should attempt to answer them. The candidates should develop their vocabulary range by reading various types of texts in newspapers, magazines, reports, etc. AAT students should try to acquire the technical words being used in the business field by associating the relevant texts.

- (B) This question was prepared to assess the letter writing ability of the candidates. Many candidates had attempted this question though it was considered a bit difficult. Though they had been instructed to write only the body of the letter, a considerable number of candidates had written the full letter that is because they had not read the question with much care. Next thing is that though the guideline was given in the question itself on how it should be written some had failed to include the points expected. There were answers with some grammatical errors.

#### **Suggestion for improvement**

The sample letters should be referred to get good knowledge and much practice is needed. Much attention should be kept on grammar, specially on sentence patterns while attempting to improve technical vocabulary. When organizing and presenting facts in a letter, the candidates should pay much more attention to do it on the given guidelines.

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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 with respective samples.

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