

EXAMINER'S REPORT

TALENT SUBJECT - JULY 2024

(310) BUSINESS COMMUNICATION

Business Communication – July 2024 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 July 2024 performance of the candidates was above the average level.

Section A

One compulsory Question with two parts (allotted 25 marks)

Question No. 01**Part 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 a very good level for this question and many had scored full marks with paying much attention to the instructions. Importantly it was noted that they had understood the dialogue and matched the correct phrases to the blanks on the grammatical fit and context. However, it was noticed that though they had been instructed to read all parts of the question before answering some had not done so.

Suggestions for improvement

Understand the context: Carefully read the entire dialogue, paying attention to the context and the roles of the speakers. This helps to determine what type of information or tone is needed for each blank.

Identify the Blank Type: Determine whether the blank requires a noun, verb, adjective, adverb, or another part of speech. Consider the surrounding sentences to figure out the grammatical structure needed.

Match Phrases to Blanks: Look at the given phrases and match them to the blanks based on grammatical fit and context. Each phrase should logically complete the thought or action in the dialogue.

Verify Consistency: Check that the chosen phrases make the dialogue coherent and consistent with the intended message and flow of conversation.

It is highly recommended to refer to the AAT study Text related to Business Communication subject. In addition to that 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.

Parts B

This question was also set to measure how competent the candidates were in the communication ability in English in different situations in business contexts. There were ten blanks to be filled by choosing the most suitable phrase from the given options. It was observed that a considerable number of candidates had answered well and everyone had attempted this question. It was rarely found a candidate who had not a good scores for this.

Suggestions for improvement

The candidates should pay attention on conversational English in business context. As suggested in the part A , the candidates should attend the matters in various types of texts from newspapers, magazines and so on.

They must practise dialogue based activities to answer this type of question successfully.

Parts C

This question which was prepared to assess the candidates' proficiency in grammar, specially use of conditional clauses in English was attempted by all the candidates. Filling in the blanks by selecting the correct one from two options given against each blank was the technique. In this question it was noticed that some had confused in selecting the correct verb form although it was easier for some candidates .

Suggestions for improvement

The candidates should pay more attention on following points.

Understand the Types of Conditionals: The candidates should have a good understanding on first conditional, second conditional and third conditional.

Use Appropriate Tenses: Ensure the verb tenses in the conditional clauses and match the intended meaning. For example, use present simple for the first conditionals, past simple for the second conditional, and past perfect for the third conditional.

Check for Consistency: Ensure that the condition and result logically follow from each other. For instance, "If he had known about the event, he would go" should be corrected to "If he had known about the event, he would have gone.

Use Modal Verbs Appropriately: Modal verbs like "would," "could," and "might" help express the level of certainty or possibility. For example, "If she were here, she might help."

Incorporate Mixed Conditionals When Needed: Mixed conditionals combine different types to reflect complex time relationships (e.g., "If I had studied harder, I would be better at this now").

Practice and Read: Read a variety of texts and practice writing to see how different conditional clauses are used in context.

Improving your conditional clauses involves understanding their structure and applying these principles in your writing.

Section B

Five compulsory Questions (allotted 50 marks)

Question No. 02

This question was set to assess the ability to study a data table and fill in the blanks with the most appropriate words given. It was tested to measure the candidates knowledge on understanding a data table and to communicate in English. Majority of candidates had answered this question successfully as it seemed it was easier for them.

Suggestions for improvement:

Read the Entire Passage First: Understand the overall context and meaning.

Use Context Clues: Use the surrounding words and sentences to determine the missing words.

Consider Grammar and Syntax: Ensure that the filled-in words fit grammatically and syntactically.

Check for Consistency: Ensure that the words you insert make sense throughout the passage. However it was noted that some of them had made occasional errors with less effective word choice.

Candidates are advised to read business articles in newspapers, business analysis in company annual reports etc.

Question No. 03

This question was set to assess the candidates' proficiency in use of vocabulary in the business environment. All the candidates had attempted this question. But it was noted through answers that this was the difficult question for a majority of candidates. Some had scored fairly well but a considerable number of them had gained very low marks for this.

Suggestions for improvement

Read the entire passage first: Understand the full context very well before attempting. The candidates are advised to read books, articles, papers in relation to business writing such as newspapers , magazines and reports, etc.

Practise: The candidates must read a lot to practise such a cloze test.

Improve vocabulary: The candidates should practise such exercises for improvement of 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.

Suggestions for improvement

The format: The candidates should pay attention on the formats when writing such an item in order to produce it in a good way.

Language: Keep the language straightforward and professional, and ensure the notice is easily readable and understandable.

Contents: Make sure all the contents what you want to convey are included in the notice.

Question No. 05

This question was prepared to assess the letter writing ability of the candidates. All the candidates had attempted this question in that a letter of complaint had to be written with the guidelines given therein. It was observed that many candidates had written the letter in a required standard so that they could be able to earn a good mark for this.

There were answers with some grammatical errors also. Some had not followed the formal letter format.

Suggestions for improvements

Understand the question before attempting: It is very important to note that the candidates should read the question very carefully and understand it well before writing the answer.

Follow the given guidelines: Candidates must follow the guidelines properly.

Keep the tone polite and professional.

Be clear and concise about the issue.

Question No. 06

This question was set to assess the candidates' proficiency in speaking and grammar, i.e. syntax of sentences. All had attempted and many had succeeded in answering to this question. However, it was noted that the 6.2 part was find difficult for the students to answer when reviewing answer scripts.

Suggestions for improvement:

Understand the parts of speech: The candidates are advised to refer grammar books and keep on reading to understand the syntax of sentences

Regular Practice: The candidates should regularly practise exercises related to various sentence patterns in order to master the English language structures.

Vocabulary: They should improve the vocabulary level.

Section C

One compulsory Question (allotted 25 marks)

Question No. 07

Part A

This question was set to test preparation of a speech on given facts and present it to management /professional level staff. All the candidates had attempted this question and many had produced successful answers for this question. Nevertheless, some answers were found unsatisfactory because of some reasons. For example, some had presented only the data in a para form while some had written a para without comparing the data.

Further, it was noticed that some candidates 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

Start and end of the speech: Candidates should understand that it is a speech and therefore it should have an effective beginning and a proper end.

Presentation of data: They are advised that only the important figures should be highlighted in the speech.

Use of language: Proper tenses and language components such as cohesive devices/conjunctive adverbs should be used to express ideas.

Length of the speech: The required length should be an important factor when writing a speech. Therefore, the candidates should think of it also.

Part B

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 that many candidates were able to write the CV correctly with required information although the candidates had used different types of formats. However, it was noticed that they had earned some marks from this question with the help of the guideline given in the question.

Suggestions for improvement

Attention: The candidates should pay attention on the format of the CV when writing it.

Format: 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.

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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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