

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

The Paper, (310) Business Communication prescribed for AAT Talent Subject level in January 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 - January 2021 weighted much on testing writing skills of the candidates.

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 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 and it was observed that the performance of the candidates was poor since they had lack of practice in conversational English.

Suggestion for improvement

The candidates should pay much attention on conversational texts, dialogues while doing dialogue-based activities. Listening to English conversations is also very useful to master these types of questions.

(B)

This question had been set to assess the abilities on prepositions in English language. The performance of the candidates was comparatively lower though a few had scored well. It was noticed that they had a lack of knowledge on usage of prepositions.

Suggestion for improvement

It is recommended that the candidates should read more texts from newspapers, magazines and books to familiarize the ways of joining words and phrases meaningfully to give a real sense. To be successful in this type of question the candidates have to do more exercises prior to the exam with well-read activities.

Section B

Five compulsory Questions (allotted 50 marks)

Question No. 02

This question was tested the interactive skills and knowledge of speaking of the candidates using the technique of fill in the blanks. It was noticed that some students have failed due to the lack of practice.

Suggestion for improvement

The candidates should be more familiar with conversational texts and must be practiced these types of activities regularly in order to master. It is recommended that the candidates should listen well to English conversations and students must have to practice before writing the exam.

Question No. 03

This question was set to assess the candidates' comprehensive skills. They were expected to understand a business type text and answer the questions. It was observed that comprehensive questions were satisfactorily answered by many candidates and they had scored full marks. However, some answers were not clear since some candidates have copied the full paragraphs from the text given.

Suggestion for improvement

The candidates are advised to read materials related to business communication and familiarize them. Also learning of technical words would be very helpful for the students. Further candidates should learn how to take out the correct answers from the given text rather copying whole paragraph as the answers to the questions.

Question No. 04

This question was tested the business writing skills of the candidate especially in relation to the ability of writing a letter of reference. The technique was guided writing. Majority of candidates had attempted this question and scored well on this question. Though their performance was general it was noted that some students who misread the instructions had confused to understand the question.

Suggestion for improvement

The candidates are advised to be more familiar with official letters, memos and they can refer to internet for further learning to understand the relevant formats which will help to prepare such documents. And the candidates need to have the writing ability with a good knowledge of English grammar to produce a good answer. More importantly students should carefully read and understand the question.

Question No. 05

This question was tested the ability to interpret a bar-chart. Using the gap filling technique, the candidates were expected to analyze a chart. Most of the candidates have attempted this question and scored well.

Suggestion for improvement

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

Question No. 06

This question was tested the ability to write an email conveying a message. Though it was a short email message the candidates were expected to write it in a convincing manner. In this question the candidates were also expected to write directions. Many candidates had scored well for this question as the guideline was given. Only a very few had written this in a letter format.

Suggestion for improvement

The candidates are advised to be familiar with the difference between letters and emails. In addition, they are expected to concentrate on English grammar and writing.

Section C

One compulsory Question (allotted 25 marks)

Question No. 07

(A) This question was tested the ability to write a presentation speech on a given topic. Almost all the candidates had attempted this and it was noted, majority of them scored at a moderate level for this question.

Suggestion for improvement

It is recommended that candidates should listen to Business conversations and read newspapers and business related magazines to acquire knowledge.

(B) This question was made to assess the candidates' ability of facing job interviews. Majority had selected the first two options. It was observed that many candidates have not practiced to answer this kind of questions.

Suggestion for improvement

Candidates are advised to practice more on answering this type of questions especially in gathering facts and answer.

- - - -

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.

- * * * -