



## **Assignment Feedback Report–Level 2 Business Communications & Personal Skills**

After each series, we ask our moderators to provide a report on each assignment-based unit to identify:

- any questions which were usually answered particularly well, including main points and qualities that characterised good answers.
- any questions which were usually answered badly and main weaknesses in candidates' answers.
- common errors or misconceptions made by candidates.

We hope that this will be of assistance when completing your Credit Control Collections assignment.

### **General feedback to candidates**

Candidates who showed a clear level of understanding and an awareness of a range of information relevant to the area of study achieved higher marks.

Answers should be focused on the candidate's own organisation.

As a general note, candidates should carefully read each question and answer each question fully. Candidates should consider the requirements of the Mark Scheme for each question and refer to the Assignment Learner Guidance for advice on how to approach assignment writing.

Word count is shown as a guide. Candidates who did not achieve a pass often underused the word count, indicating simply that they did not write enough to gain enough marks for a pass.

Part of your preparation for the assignment will be research using study materials, websites and even AI. This is all fine. Remember if you do use this material in your assignment to use referencing. Further advice on referencing can be found in the CICM Learner Guidance.

### **Feedback for each assignment question**

1. For each of the following personal skills and behaviours, explain their importance to your area of work, and assess your strengths and challenges for each.

#### **a) Managing your time**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

Answers to all parts of question 1 carry up to 6 marks each. Overall, that gives a potential total of up to 42 marks. Take care to answer each part of question 1 based on the relevance of the question header. For 1 a) focus on time management. Better answers focus on you and your organisation rather than using generic theoretical ideas of practice. These will include principles and priorities of your own organisation. You should refer to the policies and techniques used in your own role. Finally consider any legal, regulatory, risk and compliance requirements.

**b) Negotiating a decision**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

In 1 b) you should consider situations in your role where you need to negotiate. This can be with an external stakeholder such as a customer, or internally with a colleague or manager.

**c) Taking ownership of a situation.**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

1 c) is about you taking a job through to completion. Consider situations where you may have to escalate a matter based on your organisational policy.

**d) Staying positive under pressure**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

1 d) allows you to show your qualities of resilience. Consider how you deal with setbacks and learn positively for the future.

**e) Responding flexibly to change**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

Here in 1 e) you could use an example from your workplace. The change could be personal to you or be for the whole department or organisation. Consider how you adapt to change and support others in change.

**f) Showing honesty and integrity**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

In 1 f) you can use an instance to demonstrate your honesty and integrity. Consider how you interpret organisational values, standards, policies, and procedures.

**g) Teamwork**

- **Importance for your area of work**
- **Strengths**
- **Situations which challenge this personal skill**

1 g) Show the importance of teamwork for own area of work. Show what helps teams work effectively to achieve objectives.

## Mark scheme

	Refer	L2 pass	Good L2 pass	Excellent L2 pass
1	Importance of qualities and behaviours not addressed or undeveloped. Strengths and/or challenges missing.	Answer displays knowledge of the importance of qualities and behaviours. Identifies strengths and challenges.	Answer shows understanding of importance of qualities and behaviours for candidate's area of work. Explains their strengths and challenges.	Balanced response placed into relevant context to show awareness, knowledge and understanding of importance of qualities and behaviours and strengths and challenges.
a-g	0-23	24-27	28-30	31-42

**Q2.** Show you know how to communicate well at work by identifying 5 personal rules for each of the following areas which would help you (and colleagues) communicate effectively and comply with any organisational policies:

**a) Verbal communications (e.g. telephone)**

- **My work rules for verbal communication**
- **Reasons for my selection**

With any assignment it is a simple rule to read the question carefully. One of the key requirements in question 2 is to identify 5 personal rules for each area of communication. Note the mark scheme which clearly shows you will receive a refer mark if you show an insufficient number of rules. The other requirements of the question are important as well but having 5 rules is a good start.

In 2 a) focus your answer on verbal communication. Think about internal and external contacts.

**b) Written communications (e.g. letter, email, SMS)**

- **My work rules for written communication**
- **Reasons for my selection**

2 b) moves on to written communication. Anything where you type something or use a pen or pencil counts. Consider what works well for you and your colleagues.

**c) Face to Face communications (e.g., meetings)**

- **My work rules for face to face communication**
- **Reasons for my selection**

As in 2 a) include your contacts in 2 c) with internal and external stakeholders.

## Mark scheme

	Refer	L2 pass	Good L2 pass	Excellent L2 pass
2	Insufficient number of rules listed. Rules and reasons too brief, basic or invalid.	Answer lists correct number of viable rules and gives valid reasons for their selection.	Selected rules and reasons for selection show ability to apply effective communication in the workplace.	Considered selection of rules placed in a range of contexts to show effective and flexible approach to workplace communication. Justified reasons given for selection.
a-c	0-9	10-12	13-15	16-18

**Q3.** Using personal examples at work over a period of **at least one month**, explain how you have:

**a) Built good relationships with customers.**

The best answers to question 3 will include your own personal examples in your own workplace. In 3 a) specifically consider an example involving your relationships with customers. Consider a situation where you helped a customer and perhaps they thanked you. Include the outcome.

**b) Demonstrated effective team work.**

3 b} allows you to explain an example of where your positively supported your team.

**c) Resolved an issue using a range of business communications and personal skills**

This last part 3 c} consider your own business communication and personal skills. Then think about how you used those skills to achieve a positive outcome. This could be situation with a customer or internally.

Mark scheme

	Refer	L2 pass	Good L2 pass	Excellent L2 pass
3	Required outcome not explained sufficiently or shows ineffective action. Too few workplace examples used to support answer.	Explains how the given outcome was achieved within the stated period. Personal work examples used to support answer.	Explanation and examples show effective performance of action to meet desired outcome. Answer placed in work context.	Range of contexts selected and explained, to demonstrate ability to meet the desired outcomes in different, less basic, work scenarios
a	0-3	4-5	6	7-10
b	0-3	4-5	6	7-10
c	0-3	4-5	6	7-10

**Q4. Explain how your business communications and personal skills have progressed over time.**

Your answer to question 4 needs to focus on **you**. Consider how **your** skills have developed over time. Think about things you confidently do now that previously may have seemed challenging.

Mark scheme

	Refer	L2 pass	Good L2 pass	Excellent L2 pass
4	Little or no awareness of relevant information related to personal progress.	Response shows awareness of relevant information related to personal progress.	Response shows clear awareness of relevant information related to personal progress.	Balanced response shows clear awareness of a wide range of relevant information related to personal progress.
	0-3	4-5	6	7-10

Title	Business Communications and Personal Skills
Level	Level 2

	<b>Learning outcomes The learning will:</b>		<b>Assessment criteria The learner can:</b>
1	Understand the personal skills and behaviours required at work.	1.1	Explain the importance of a range of personal skills for their area of work.
		1.2	Identify own strengths and challenges in relation to required personal skills and behaviours at work.
		1.3	Explain the importance of teamwork.
		1.4	Explain behaviours which help teams work effectively to achieve objectives.
2	Know how to communicate in the business environment.	2.1	Explain how they communicate effectively using a range of media.
3	Be able to use effective communication and personal skills to build good relationships with colleagues and customers.	3.1	Exemplify their ability to build good customer relationships.
		3.2	Evidence personal involvement in an issue which results in resolution and demonstrates effective business communication and personal skills.
		3.3	Evidence effective teamwork over a period of at least a month.
		3.4	Explain progress with their business communications and personal skills