



Moderators Assignment Feedback – Advanced Business Communications and 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 Business Communications and Personal skills assignment.

General feedback to candidates

*Candidates achieved a Level 3 or Good Level 3 pass. Closer attention to the mark scheme of each question is recommended. Often marks are lost because the full requirements are not met. A question may ask for an explanation **and** examples and marks will be lost if not given.*

Feedback for each assignment question

This assignment aims to demonstrate that you understand the principles and practice of effective advanced business communications and personal skills.

Q1a. Explain the meaning of excellent customer service for your internal and external stakeholders, illustrating your response as appropriate:

Q1a – Better answers used a wide range of internal and external stakeholders as examples.

Q1b i) Explain the questioning techniques used to fully understand a customer's financial situation along with their specialist needs and requirements:

Q1b ii) Explain the questioning techniques used to develop acceptable solutions:

Q1b) - Generally well answered with examples of techniques relevant to the question.

Q1c) Using examples of internal and external stakeholders from your own practice, explain how to identify, defuse and resolve difficult and sensitive situations in a way which maintains positive relationships:

Q1c) - Candidates using real examples from their own organisation scored high marks. Lower marks were achieved when only process was described.

Q2. Use examples from your own practice and refer to relevant legal, regulatory and organisational requirements to:

- a) Explain how to communicate effectively with customers and colleagues at all levels**
- b) Explain how to follow up a customer and negotiate sensitively in difficult situations**
- c) Explain how to use effective communication skills for your area of work, involving a range of media.**

Q2 - Candidates who used a range of examples achieved higher marks for Q2. To secure at least a pass there must be references to law, regulation and organisational requirements.

Q3. Use examples from your own working practices to explain how to maintain good working relationships to achieve results.

- a) Within your own area team**
- b) With other business areas.**

Q3- This question was answered well using practical examples of where positive relationships are achieved.

Q4. Explain, with relevant examples and appropriately evidencing your responses in an Appendix, how you use effective personal skills to:

- a) Organise work to meet your commitments and targets**
- b) Support the identification of improvements to working practices**
- c) Take ownership of specific changes through to implementation.**

Q4 - Candidates providing evidence in an appendix achieved better marks. While the appendix itself may not be awarded a mark, it helps to reinforce points made in the answer.

Q5. Reflecting on your use of business communications and personal skills over a period of at least three months:

- a) Evaluate your overall business communications and personal skills performance over the course of this period, assessing how your approaches and outcomes have changed over that time, and identifying aspects of your performance which can be improved.**

Q5a) - Higher marks are awarded where the question is answered fully. Candidates are required to evaluate their performance together with some identification of improvement needs.

- b) Develop a SMART action plan to improve your business communications and personal skills performance.**

Q5b) - The action plan must have SMART objectives to be awarded a Good or Excellent pass. Candidates should also ensure that they answer on a personal level expanding on improvement needs from Q5a.