

Assessment 2 Template

Complete the below TEEL tasks. Please note the use of AI is not permitted for this task.

A. TEEL Activities

1. Read the paragraph below.

Identify the TEEL structure in the paragraph.

Write the correct part of TEEL next to each sentence in the square brackets. Please make sure to differentiate between Explanation (EXP) and Evidence or Examples (E).

- T: Topic Sentence
- EXP: Explanation
- E: Evidence / Example
- L: Link Sentence

Paragraph

[T] Using data to make business decisions improves efficiency and reduces risk. Many businesses now analyse data to guide pricing, stock levels, and planning. [E] Research from McKinsey Global Institute (2017) found that data-driven organisations are significantly more likely to acquire customers and be profitable than those that rely on intuition. [E] The research suggests that using data can directly improve business performance and that effective use of data involves more than simply collecting information. [EXP] Additionally, businesses must use the data to make informed decisions. [EXP] For example, data can highlight which products are selling well and which are not, allowing managers to adjust quickly and reduce waste. [L] Overall, using data supports more accurate and effective business decision making.

2. Find the cohesive devices in the above paragraph and highlight or underline them. Then fill in the answers for each below.

- a. Device: Additionally Purpose: it is used to add more information about the topic already being discussed.
- b. Device: Overall Purpose: to conclude the point of the topic.
- c. Device: Example Purpose: to give an example that strengthens the main point and refers to the topic sentence.

3. Choose the strongest topic sentence from the options below.

A) Good customer service is important for businesses.

B) Good customer service can improve a business because customers often want helpful and friendly staff.

C) Good customer service can improve customer satisfaction and encourage customers to return to a business.

4. Choose the strongest explanation sentence

Topic Sentence: Good teamwork is important in the workplace because it helps employees achieve shared goals efficiently.

Which is the best explanation?

- A) This is because employees can divide tasks, share ideas, and solve problems together more efficiently.
- B) Teamwork is an important skill that many employers look for when choosing new employees.**
- C) For example, employees can work together on a difficult project and finish it on time.

5. Choose the strongest evidence

Topic Sentence: Workplace training is essential because it helps employees improve their skills and performance.

Explanation: When employees receive proper training, they become more confident and capable in their roles.

Which is the best evidence?

- A) For example, training can help an employee learn how to use new workplace technology.
- B) Research by LinkedIn (2023) found that 94% of employees said they would stay longer at a company that invests in their learning.**
- C) Many businesses provide different types of training to their employees.

6. Choose the best linking sentence

Topic Sentence: Using social media can help small businesses reach more customers.

Explanation + Evidence:

Social media allows businesses to communicate with large numbers of people without spending as much money on traditional advertising. This can help small businesses promote themselves more efficiently and reach customers who may not know about them. For example, a small café can use Instagram to show new products and special offers to potential customers.

Which is the strongest linking sentence?

- A) Therefore, social media is now used by many different businesses.
- B) Therefore, social media can help small businesses reach more customers while promoting their products in a low-cost and practical way.**
- C) Therefore, businesses should also think carefully about the type of content they post online.

B. Your TEEL Paragraph

Write the final draft of your TEEL paragraph on your chosen topic here. This is the final draft of the paragraph you started in class!

TEEL FINAL DRAFT:

Topic:

Effective communication in the workplace is essential for building positive relationships between employees as it helps prevent misunderstandings.

Explain:

When employees communicate clearly and listen carefully to each other, they can understand one another better. This helps prevent confusion and misunderstandings in the workplace. It also allows employees to share their thoughts and opinions openly, helping to build trust and respect between colleagues.

Evidence/Example:

For example, when an employee has a problem at work, they can speak openly with their manager. The manager can listen carefully and help them find a solution, making the employees feel valued and respected. Researchers also explain that effective communication improves understanding within a business and reduces the chances of mistakes happening. (**BBC, 2025**)

Link:

Overall, effective communication helps prevent misunderstandings and builds positive relationships between employees, creating a more supportive and respectful workplace.

Reference list:

BBC (2025). Importance of effective communication in the workplace - organisational structures - eduqas - GCSE business revision - EDUQAS. [online] BBC Bitesize. Available at: <https://www.bbc.co.uk/bitesize/guides/zb2vbk7/revision/4> [Accessed 13 Oct. 2026].