



Graduate
School

Analysing Assignment/Exam Questions

Marketing • Supply Chain • Business

info@immgs.ac.za | 0861 IMM 476 | www.immgs.ac.za



The IMM Graduate School strives to be the private distance learning provider of choice and the centre of excellence for marketing, supply chain and business disciplines in Africa by offering fully accredited degrees, diplomas, certificates and postgraduate studies.

How effective is your current approach to tackling assessment questions?

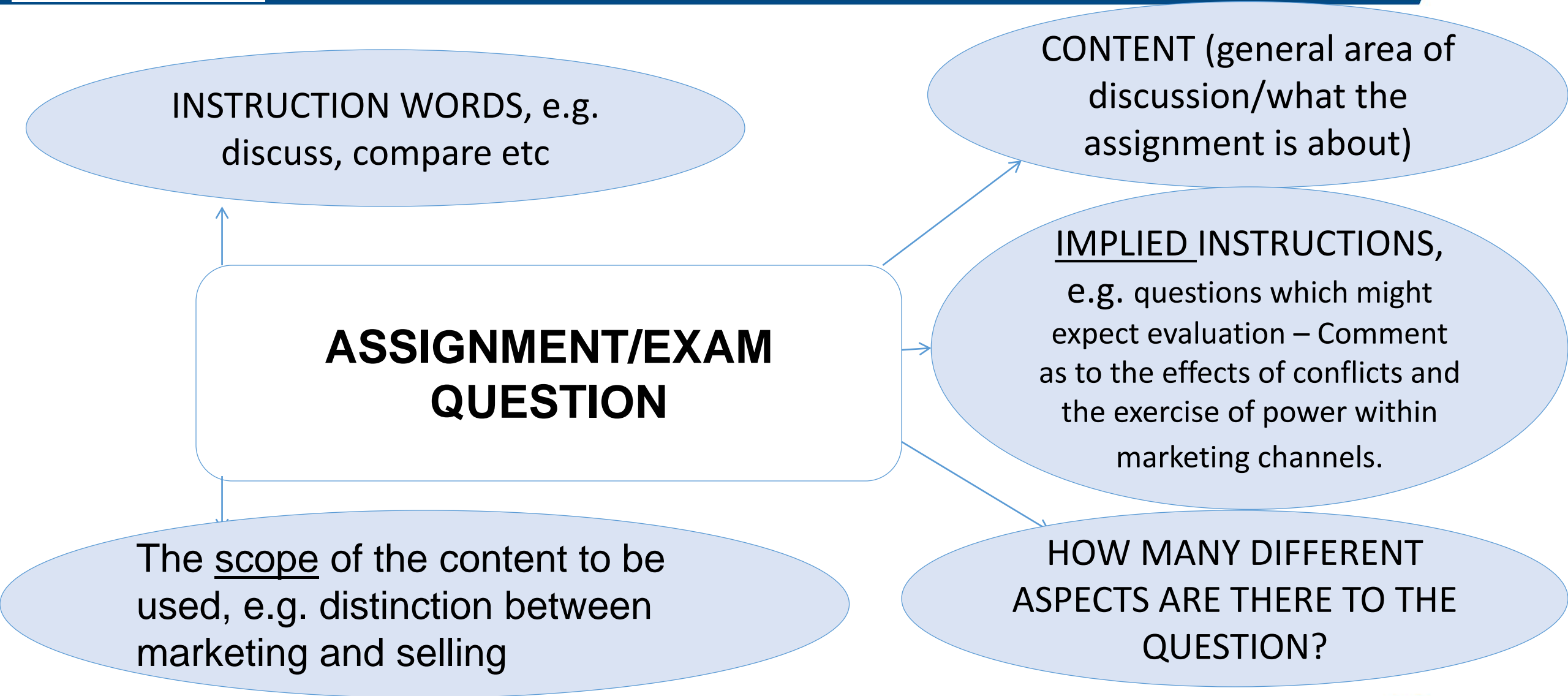
If you were to tackle the following assessment question, how would you do so?
(use your current approach)

Write a list of steps to follow.

The meaning of the term 'marketing' remains an area of confusion in the minds of many. As a marketing practitioner, explain the implications and the real meaning of marketing. Show how this can be distinguished from selling.

Taken from: http://cw.routledge.com/textbooks/9780415553476/data/Specimen_examination_questions_for_each_chapter.pdf

ELEMENTS OF AN ASSIGNMENT/EXAM QUESTION



Elements of a question

Identify each element of the question and then interpret it as a WHOLE. That means reading through the whole question at least twice

Rewrite the question in your own words to see if you understand it (assignments, not exams). This assignment question asks me to.....

Questions don't always ask you for all you know about a topic. They generally test your knowledge in a context

Learning how to respond to specific instructions takes practice which means you need to work through similar types of questions until you understand what a specific instruction requires

Action words

Find a list of action words under My Academic Support.

You do not need to learn the definitions of action words by heart.

The best way to familiarise yourself with what these require of you in a question, is by practising answering questions using these words.

Action words

DISCUSS/EXPLAIN

Discuss the purpose of.....

Present your point of view after you have examined both sides of the topic. Justify your point of view

The purpose of planning is to allocate company resources in such a manner as to achieve sales anticipated from the sales forecast. Such forecasts are for the short, medium and long terms. Describe and discuss the purpose of each of these forecasts and state their implications for the various functional areas of a business.

http://cw.routledge.com/textbooks/9780415553476/data/Specimen_examination_questions_for_each_chapter.pdf

Explain the importance of market segmentation

Clarify the how and why of a topic; the causes and results

‘Segmentation is at the heart of marketing strategy’. Explain the importance of market segmentation. Choose two markets (one from a consumer and one from an organizational market) and show how these may be segmented.

http://cw.routledge.com/textbooks/9780415553476/data/Specimen_examination_questions_for_each_chapter.pdf

How are these two paragraphs different?

Implied Instructions In Questions

A question may have a number of parts, some of which do not have clear instruction words. Other questions may not have instruction words at all. Such a question may have a statement and the implication is that you discuss it, which means looking at it from several angles/points of view, e.g.

- 1) Discuss the role and behaviour of the organizational purchaser in comparison to the domestic consumer. *Would you agree that the organizational purchaser is devoid of all but economic considerations?*
- 2) *Why it is considered that application of relationship marketing principles are particularly important to firms involved with services marketing? In your answer suggest how it is possible to evaluate and measure success in delivering service quality to customers.*

http://cw.routledge.com/textbooks/9780415553476/data/Specimen_examination_questions_for_each_chapter.pdf

How would you measure the success of.....? (This question would require an opinion to be given)

When an assignment focus has not been given

Some assignments let you choose a topic to explore within a particular framework or context. For example:

'Write a report on any marketing challenge in South Africa.'

If you are given a general topic to research for an assignment, you need to form your own focus.

First consider the current trends, issues or debates on the topic (this may require you to do some preliminary reading).

Then form a focus question that indicates how you will approach the topic.

Analysing And Preparing Exam/Assignment Questions

- Analyse questions – underline instruction words, e.g. discuss, evaluate, compare, etc; circle content words, i.e. the content being tested
- Plan essays: Jot down everything you think should be included in the essay. Decide what will go in each paragraph. Remember one main idea per paragraph plus supporting sentences. Link up paragraphs with special linking words, e.g. However, therefore, but, and, including etc. Go and find more linking words and examine the functions of each.
- Examples of [linking words](#)

Tackling Essay Questions

- State your main point in the first sentence
- Use 1st paragraph to give an overview of what the reader can expect in the rest of the essay, e.g. In this essay I will be discussing.....
- Use the rest of the essay to expand on the points mentioned in paragraph one.
- Back up your points with examples and/or illustrations
- If you run out of time in an exam, use mind-maps to give a summary of the answer
- Start with the question you know well - this builds your confidence

Forming a thesis statement in essay type question

A single sentence reflecting your answer to the question = the position/point of view in answer to the question

You need to properly understand the question before you can formulate a thesis statement

The thesis statement is the central focus idea of your essay = your point of view will be the result of several points of view you have researched, i.e. you form your thesis statement after you have critically analysed several points of view presented by a number of authors on the topic.

The thesis statement must answer the question directly.

The thesis statement should always be in the introduction

Multiple Choice Questions

- Read and follow instructions carefully: check whether it is required to mark only the BEST answer or to mark all the CORRECT answers
- Go with your first impulse unless after some thought you are sure it is wrong
- Mentally guess the answer before looking at the options
- Try each alternative with the main part of the statement or stem
- If you don't know the answer, don't leave it empty, rather guess unless there is negative marking

Example of Multiple Choice Question

- 15. *Which of the following statements regarding value is correct?*
 - a. Value means different things to different people.
 - b. Value can be based on perception.
 - c. Value can be a comparison of the benefits a customer receives from a product in relation to its price.
 - d. Value can include product quality and after sales service.
 - e. All of the options listed
- Taken from: <https://www.studocu.com/en/document/rmit/marketing-principles/past-exams/exam-2018-questions-and-answers/2070531/view>

What Can Go Wrong In An Assignment

1. You have not fully understood what you are required to do with the content
2. You have not fully understood what content to cover/you just mention everything there is to know about the topic
3. Your assignment is off the topic or irrelevant
4. The thought processes in the assignment/exam answer is poorly structured
5. The language expressions are poorly structured