



Faculty of Business Administration
Department

Test Blueprint

Course Code/Number:: _____

Academic Session _____

Term: _____

Examiner: _____

			Remembering		Understanding		Applying		Analysing		Evaluating		Creating	
Week/Topic	No. of min s.	No. of Items	Item No.	Test Type	Item No.	Test Type	Item No.	Test Type	Item No,	Test Type	Item No,	Test Type	Item No,	Test Type
9. Inventory Control	21	7	1, 13,	MCQ	3, 11	MCQ	18,43, 47	MCQ						
10.Product Management	30	10	2, 26 37	MCQ	22, 28	MCQ	17, 19 44	MCQ	51	Essay			58	CS
11. Advertising	24	8	4, 48	MCQ	30,39	MCQ	8,9,27	MCQ			57	CS		
12. Market Research	24	8	5, 23	MCQ	40, 42	MCQ	7, 18 10,	MCQ	52	Essay				
13. Management	30	10	32, 35	MCQ	6, 33, 38	MCQ	24, 25, 36	MCQ	55	Essay	54	Essay		
14. Green Marketing	27	9	45, 49	MCQ	14, 15	MCQ	21 29, 31.	MCQ			60	CS	56	Essay
15 Int'l Mktg.	24	8	27. 46	MCQ	16, 41	MCQ	20, 34	MCQ	53	Essay			59	CS
TOTAL	180	60	15		15		20		20		15		15	

Summary	No. of Items
Section 1	50
Section 2	30
Section 3	20
Total Score	100

Legend: Test Type**MC** – Multiple Choice**CS** – Case Study**PS** – Problem Solving

Others please specify: ____

SE/LE – Short/Long Essay

Reviewed by: _____ H.O.D

Reviewed by: _____ TQF Approver

Approved by: _____ Dean