



## **Mk 312 Midterm Exam Guidelines**

Date: Wednesday September 28, 2022  
Time: 3:00-5:00 pm( 2 hours)

By Ajarn Suwalya K.  
Semester 2/2022

# Grading

▶ Group Assignments	35%
▶ <b>Midterm Examination</b>	<b>20%</b>
▶ <b>Final Examination</b>	<b>30%</b>
▶ Participation & Discussion	15%
▶ Total	100%

# Grading – Midterm and Final Exam

Midterm Exam 20% - On Wed. Sept 28th, 2022

What is expected on the exam

1. Handouts – textbook material
2. VDO material
3. Individual/Group Assignments
4. Project Presentations
5. Class Discussions



*Closed Book: Proctored*

# What types of questions on midterm? (100 points -> 20% of your grade)

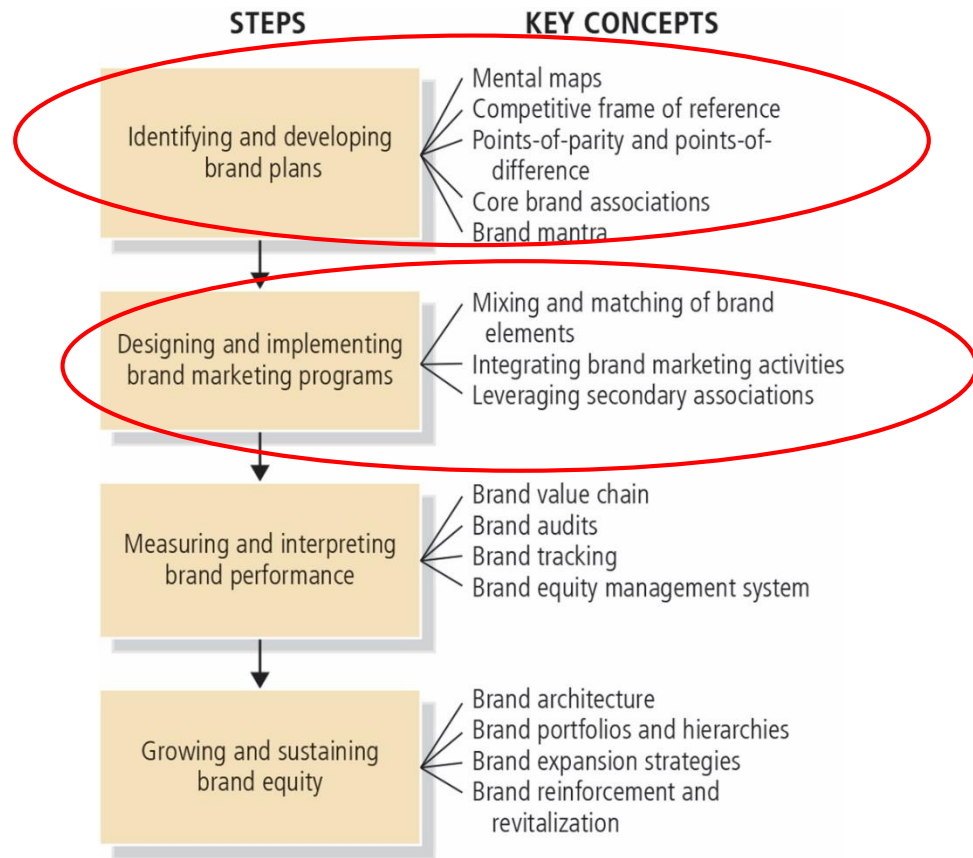
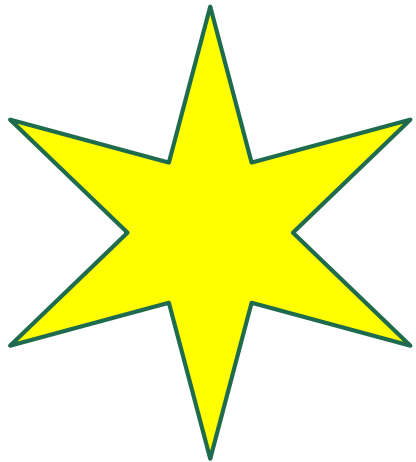
- ▶ Short Answers
- ▶ True or False and justify why?
- ▶ Case Questions

# What to prepare?

- ▶ Pens and **Colored markers** only, no pencils
- ▶ Closed book
- ▶ Covers Lesson 1 to 5 ( plus everything you learned)
- ▶ Memorize concepts and models then will need to apply to questions and case
- ▶ Justify why? = means that you need to give reason with supporting evidence/facts

# Important Chart: Need to understand (plus other charts and graphs in the handouts)

Figure 1-10: Strategic Brand Management Process



**Any questions or concerns,  
Please feel free to contact me**

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