



BA 291 Final Exam Guidelines

Date: Monday November 28th, 2022
Time: 9:00 am -12:00 pm(3 hours)

By Ajarn Suwalya K.
Semester 1/2022

Grading

▶ Individual Attendance/Assignments/Participation	10%
▶ Group Case Study and Mini Presentations (3)	30%
▶ Final Group Project Presentation	30%
▶ Final Exam	30%
▶ Total	100%

Grading –Final Exam

Final Exam 30% - On Monday Nov. 28th, 2022

What is expected on the exam

1. Handouts (from all instructors)
2. VDO material
3. Individual/Group Assignments
4. Project Presentations
5. Class Discussions



What types of questions on the Final Exam?
(100 points -> 30% of your grade)

The exam will be divided into 3 parts:

- ▶ Short Answers
- ▶ True or False
- ▶ Case Question (please see next page)

One case Question: Creating the Business Plan

- The Industry Analysis
- Situational, Opportunity Analysis
- Market Analysis
- Competitive Analysis
- Marketing Plan
- Marketing Research
- Marketing & Digital Marketing
- Operating Plan
- People Management
- Supply Chain/Logistics
- Financial Plan



What to prepare?

- ▶ Pens and **Colored markers** only, no pencils

Please note: Each student is allowed to bring into exam room

*** One Cheat Sheet: Guidelines to prepare-**

- **One A4 Paper (2 sides- front and back)**
- **HANDWRITING ONLY**
- **You could use your ipad to write and print out on paper or write directly on paper.**
- **I will be collecting with the answer booklet.**

▶ **Covers ALL LESSONS from class since Day 1**

- ▶ 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

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

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