

MK 312 FINAL EXAM GUIDELINES

Dear students,

As gentle reminder : Final Exam on November 2, 2021 from 9:00-11:30 pm . Closed Book & Proctored.

There will be one case and 2 questions. It will be relating to your marketing plan (Branding focused). the final exams with cover Lessons 2-14 handouts.

You are the prepare:

1. 1A4 Cheat Sheet (below details)
2. A4 paper (to write your answers)
3. Pens only and colored marker(no pencil) .

Cheat Sheet guidelines :

One A4 paper - 2 sides , handwritten only with the exception of graphs, charts (allowed to cut paste).
You are to scan your cheat sheet with your answer sheets upon submission.

Good luck ka

Updated: Nov.28, 2021