

CIMG EXAMINATION REPORT FOR BUYER BEHAVIOUR

Introduction

This report covers CIMG examination for Buyer Behaviour (Level 1) that was taken on the 16th December, 2021 at the University of Professional Studies, Accra (UPSA). In all 40 students registered but 34 turned up to sit for the examinations. Key issues identified from the examination are as follows:

Questions:

The questions set covered at least 80% of the syllabus developed for the CIMG professional programme. It was made up of two (2) sections A and B. The section A was a case study based on the Ghanaian context and is worth 40 marks while the section B was 5 questions and students were to select 3 questions worth 60 marks.

Though the questions were set based on the syllabus some students struggled to understand the context and struggled to answer especially the case study where they were to make application.

Scripts:

Two scripts had the same ID numbers making it difficult to identify the students. Also, the ID numbers were too similar to each other making recording of marks difficult.

Knowledge and Competence:

The students lack the theoretical concepts, frameworks and models like marketing mix, STP, Maslow's theory, Adoption process, Learning etc needed at the foundation level of marketing. This is an indication that they didn't prepare or have not been taught with the syllabus or study guide.

Application:

More than 70% of the students couldn't apply the key concepts or models to the case study. In cases where they were to provide examples too, they refused to do that making them lose substantial marks allocated to the questions.

Communication and Presentation:

The structure of their answers was very poor. Most of the students don't know how to even use the Report format. They don't know how to present their work.

Recommendations:

1. Tutors should be encouraged to teach students the Business Communications skills to enable them sharpen their presentation skills to structure their work.

2. Students should be taught how to make application to a case study to help them score good marks.

3. The MANUAL should be made available to students as soon as possible. It appears students couldn't cover most important topics that are treated in the manual. It affected the way they answered the questions as some left blank spaces which is an indication that they have not been taught or covered what is in the manual. For a professional examination, the students should cover at least 80% of the syllabus before they come to the examination centre/Hall.

4. Final years (HND) and top-up marketing students at technical universities and other analogous institutions have the basics of marketing and should be targeted and encouraged to write the examination at different levels. I have the conviction that they can perform well if they have the manuals or guide. Obtaining the professional certificate will enhance their opportunities at the job market.

Conclusion:

Overall, the performance of the students was poor. They should be encouraged to learn and prepare well before they register to write the examinations.