

**FACULTY OF GRADUATE STUDIES**  
**GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY, SRI LANKA**

**GUIDELINES FOR PREPARING WRITTEN EXAMINATION PAPER IN**  
**MODULE ASSESSMENT**

**1.0 General Guidelines**

1. Maintain appropriate relationship between the examination and the subject module of the syllabus.
2. The examination should include a range and balance of question types, including multiple-choice questions (if necessary), short-answer free response questions (e.g. list, name etc), open-ended questions (e.g. describe, explain, discuss etc) and extended responses including essays.
3. Question should be free from bias towards any group of candidates.
4. The amount of reading time provided and the complexity of the questions should be appropriate for the time allocated for the examination.
5. Make sure the questions can be attempted within the time allowed and all the questions are of equal magnitude where there is a choice of questions.
6. Avoid excessive choice and no choices.
7. The language used in questions should be comprehensible to candidates. Use the simplest and clearest language in the wording of questions so that it is clear to all students what they are expected to do.
8. Where significant changes are introduced in the format of the examination question paper, candidates should be alerted to the new format of the paper. In such instances, inform FGS in advance for prior intimation to candidates.
9. Note the following when preparing the examination paper

‘**Attached**’ means that the information is stapled to the back of the exam paper.

‘**Provided**’ means that the information is not attached but keep on candidate’s desk.

10. Where mathematical tables or other appropriate materials/text books/ legal documents (Constitutions/ Acts/ Conventions) are to be available to candidates in the examination hall, or where candidates will be permitted to bring materials into the hall in case of open book examination, indicate these requirements to Faculty Of Graduate Studies(FGS) well in advance for prior intimation to the candidates and / or necessary pre-arrangements by the FGS.

e.g.

- a. *Text Book of Principles of Marketing (15th Edition), 2013 by Philip Kotler, Gary Armstrong.*
- b. *Any Lecture Handouts (If you do not want candidates to bring handwritten notes complete set of handouts should be handed over to the Faculty of Graduate Studies Five days prior to the Examination.*
- c. *The Army Act,1949*
- d. *Any other document (clearly specify).*

11. If there is any instruction to examination invigilators, indicate them separately in a page (for the usage of KDU Examination Department).

12. [All the examiners (the lecturers who are setting the examination papers) are expected to be present on the scheduled examination date at least for one hour to clarify the queries from candidates. If the examiner is out of the country he/she should send an assistant to the examination hall.]

## **2.0 Setting Examination Questions**

1. The questions should be appropriately distributed over the syllabus content.
2. Questions should assess the stated learning outcomes of the module descriptor. Relate individual questions to specific learning outcomes listed in the module descriptor.
3. Care should be taken that questions are phrased in a way that is clear and unambiguous and that grammar and syntax are correct.
4. Where definitions such as ‘describe’, ‘analyze’, ‘synthesize’ and ‘evaluate’ are used, they should be used consistently and appropriately.
5. Questions are appropriate in length and difficulty and allocate the marks accordingly.
6. Unless otherwise specified, all questions on a paper should carry equal weight. Where a question consists of several sections, it should be made clear if candidates are required to answer some or all sections.

e.g.

- a. *Answer all questions in Part One and any Three (03) questions from Part Two.*
- b. *Answer any Five (05) questions.*

7. Questions are properly structured and clearly expressed. Mention the marks allocated to different parts of the question and total marks for the entire question at the end.

e.g.

**Question 1**

- |                                  |            |
|----------------------------------|------------|
| a. First part of the question 1  | (04 Marks) |
| b. Second part of the question 1 | (07 Marks) |
| c. Third part of the question 1  | (06 Marks) |
| d. Fourth part of the question 1 | (03 Marks) |

**Total [20 Marks]**

8. Do not assign significant amount of marks for one question, if you do not have devised the question into different parts / sections.

e.g. *Discuss some facts related to your question* (50 Marks)

***(if the candidate is not prepared for this question he/she will never has a chance to get through the examination).***

9. Mention the number of examples you expect in the answer, where appropriate.

e.g. *discuss some matter giving **three (03)** examples*

10. When setting numerical questions or quantitative problems, examiners should ensure that any formulae are specified correctly; that all necessary data are provide and that the problem is soluble.

11. Ad-hoc abbreviations should only be used after defining them in the question.

### **3.0 Maintenance of Layout**

01. Follow the examination paper structure used by General Sir John Kotelawala Defence University as appropriate (*Attached as Annex A at the bottom of this document*).

02. All the necessary instructions, including the significant changes are introduced to the format of the examination paper (Para 1.0 8.), for candidates should be mentioned clearly at the top of the front page of the examination question paper.

03. Indicate the percentage of marks allocated for continuous assessments and the end semester examinations clearly in the front page of the examination paper.

e.g. *This examination accounts for 70% or 60% of the module assessment.*

04. Type the question in A4 size paper with Times New Roman, font size 12.

05. Use “1” (one) inch margin for top, bottom, right and “1.25” inch from left in all pages.

06. Use italic letters or words for sentences that need to be emphasized. In the case of LLM papers use italic letters or wordings for Latin Terms.
07. Number pages as 'Page *n* of *m*' in the centre of the footer in all pages.
08. Identify sections as **SECTION A**, **SECTION B** etc in bold letters and left aligned.
09. Arrange any compulsory questions to appear first in respective sections, and indicate them as compulsory.
10. Number parts of the question as **(a)**, **(b)** and so on and all subsequent levels should be indented.
11. Number subparts as **(i)**, **(ii)** and so on.
12. Number the answers of multiple choice questions (MCQ) as **(a)**, **(b)** and so on.
13. Allow two-line gap between questions, for MCQs allow a gap of one-line.
14. Type '**Continued...**' at the bottom right corner of each page other than the last page. Type '**End of Paper**' after the final question. [Finally Type Copyright reserved.]
15. Give any 'common technical data' at the top of the examination paper, after general instructions and before questions or, if the paper has different sections/ parts, before **SECTION A/ PART 1** commences.

#### **4.0 Submission**

1. Submit all [passworded] exam papers **electronically** to the Course Coordinator/Moderator using a USB memory stick. Password should be communicated securely. If send any material via e-mail or shared networks, secure the paper with a password and inform the password to respective course Coordinator/Moderator over the phone. No emails should be sent to FGS or any other person in KDU.
2. Prepare a detailed draft marking scheme for the paper when sending the paper to the Coordinator/Moderator.
3. Kindly submit the examination paper by the date requested by the Faculty of Graduate studies to avoid unnecessary inconvenience.

**Sample Front Page of an Examination Paper**

<b>Date of Examination</b>
<b>08-07-2015</b>



<b>No of Questions</b>	<b>08</b>
<b>No of Pages</b>	<b>01</b>

**GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY**  
**MASTERS IN BUSINESS ADMINISTRATION IN LOGISTICS MANAGEMENT**  
**DEGREE EXAMINATION**

**PROGRAMME I - YEAR II - SEMESTER II EXAMINATION – JULY 2015**

**MARKETING MANAGEMENT**  
**(LM 4013)**

**Instructions to Candidates:**

**Time allowed is three (03) hours.\***

**Answer any five (05)\* questions.**

This examination accounts for 70% or 60%\* of the module assessment.

Each question carries equal marks(*or indicate your marking scheme as appropriate*).

The total maximum mark attainable is 100

.....  
.....

---

*(A Formulae or Common Technical Data if any)*

---

**PART 1 (if any)**

**Question 1**

**Question 2**

**PART 2(if any)**

**Question 3**

**Question 4**

\*May vary as per type of subject.