

Marketing Practice: An introduction

E-assessment trial – student
feedback

Positive comments

“interactive and interesting”

“Quicker and more useful”

“Easy to understand”

“fresh assessment – would motivate me”

“good mix of questions”

“gets you thinking more”

“Modern – better than yellow paper!”

Negatives

“too easy if in the same format”

actual assessment would be a mix of questions

“No wrong answers”

actual assessments MQCs will have a variety of responses

“I don't like typing”

arrangements could be made for students with specific requirements

Issues

- Security and Authenticity - Restricted to in-class or open to be completed anywhere?
- Problems could arise from trying to design innovative assessments to fit existing descriptors
- Training – for staff and students
- Writing ‘higher order thinking’ MCQs is tough!