



Ministry of Education

Test Blueprint for National Exit Examination to be held in 2015 E.C

Band: 05

Program: - Bachelor of Arts Degree in Marketing Management

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1. Introduction

The Ministry of Education of Ethiopia has announced the implementation of exit exam for all undergraduate program students (public and private), beginning with the 2022/2023 academic year, in order to improve the quality of graduates produced by higher learning institutions. The exit exam aimed at checking whether students have acquired the required knowledge, skills and attitudes or not. To implement this, it requires determining competency areas for a specific program, which is already completed. Based on the competency areas prepared, it needs to plan the construction of tests.

Planning of a test is a first and vital step in the construction of an achievement test. An achievement test demands very systematic and careful planning, as a fact that good planning is a symbol of success. Tests are the tools that provide scores that measure level of student learning and study program learning outcomes. In order to achieve the valid and reliable measurement of student learning and program learning outcomes, the development of valid and reliable test is the mandatory. Test should be able to measure student performance in all dimensions of knowledge, skill and attitude. The carefully planned test construction contributes to improve the overall quality of the test in terms of test content validity, difficulty level, discrimination power and test reliability. Test preparation is not an easy task; it requires a careful planning and guideline to make the task simple. Test construction needs the preparation of test blue print. Test blueprint is defined as a complete plan that explains how to develop a test. The term refers to a map or specification of assessment to ensure that all aspects of the curriculum and educational domains are covered by the assessment programs over a specified period of time. It helps curriculum developers/test constructors to match various competencies with the course content and the appropriate modality of assessment.

Generally, test blueprint will help to ensure tests: 1) Appropriately assess the achievement of instructional objectives of the course; 2) Appropriately reflect key course goals, objectives and the material learned or covered during the instruction period; and 3) Include the appropriate item formats along with the knowledge and skills being assessed.

Keeping this in mind, the team has prepared this test blueprint document in order to help the test developers or content specialists in their process of valid and reliable test construction. The major points considered in the process of preparing this test blue print guideline were the core competencies that have been already identified for the themes of courses, the course contents, course credit hours, and the learning outcomes with their corresponding levels of achievement by learning domains. In line with these, the number of test items that should adequately assess the performance of students in all the content topics will be determined through discussion with the content specialists who construct the blueprint and test for their corresponding study program.

Therefore, the main purpose of this manual is to give direction on how to develop blueprint for content specialists so that they can develop a test blueprint for their respective program.

2. Objective of test blueprint

Test blueprint preparation is generally opted to assist the preparation of a test that is representative, broadly sampled, and consisting of complete knowledge domain expected of the Ethiopian higher education students on completion of their study program. The specific objectives of test blueprint are to:

- Facilitate the construction of a representative and balanced test items for the selected courses in accordance with the competencies identified.
- Guide test developers or writers to write or set appropriate test items.

3. Expected profile of the Graduates

3.1 Knowledge

Graduates will be able to

- ✚ Understand marketing principles, concept and tools
- ✚ Understand marketing concepts, marketing environment and marketing mix application to real world situations.
- ✚ Understand techniques of designing product, price, distribution channel and promotion.
- ✚ Understand the firm's relationship with its stakeholders. (PRM and CRM)
- ✚ Know about market segmentation, targeting and positioning strategies
- ✚ Understand the nature of marketing communication tools to develop an effective promotional program
- ✚ Realize the major attributes of a product as per the needs and wants of customers
- ✚ Know about effective brand strategies for consumer and business goods
- ✚ Understand the essential abilities required to manage sales activities and sales force
- ✚ Understand how to Design and manage marketing channel systems that enhance efficient flow of products
- ✚ Realize how to Manage sales function
- ✚ Understand the international marketing environment and develop appropriate strategies to satisfy customers and win international competition
- ✚ Understand import and export procedures, policies and practices
- ✚ Understand the online marketing environment and strategies.
- ✚ Recognize about the marketing environment and develop appropriate strategies

- ✚ Realize the service marketing mixes and strategies.
- ✚ Identify and evaluate marketing opportunities and feasible target markets for agricultural products for both domestic and global markets.

3.2 Skills

- ✚ Assess and Identify customers need and wants (customer orientation)
- ✚ Apply marketing mix's strategies
- ✚ Apply integrated marketing communication tools on marketing mix's
- ✚ Build good relationship with the customers and other stakeholders (CRM and PRM)
- ✚ Develop marketing plans.
- ✚ Analyze or examine the marketing environment of the firm
- ✚ Instruct in universities and higher training institutions.
- ✚ Apply creativity skill (skill required to develop new product, service or improvement in existing product or service.
- ✚ Apply Listening skills (paying attention to the feedback or comments of customers
- ✚ Apply analytical and critical thinking (reviewing marketing campaign and identify what could be improved in the future)
- ✚ Apply online marketing concepts and tools in online marketing program
- ✚ Apply Technical marketing skills.
- ✚ Apply selling skills and strategies
- ✚ Develop service marketing mixes and strategies
- ✚ Design appropriate channel for the distribution of product and services.
- ✚ Apply Transferable marketing skill
- ✚ develop marketing strategies,
- ✚ Analyze and interpret statistical data by using relevant quantitative models for marketing decision making
- ✚ Design appropriate marketing mix's strategies for successful marketing of agricultural product
- ✚ Conduct consultancy service in marketing and offer training for the needy.

3.3 Attitudes

- ✚ Make ethical decisions with respect to marketing activities.
- ✚ Promote social well-being through developing and implementing appropriate marketing principles
- ✚ Good customer handling and treatment (support service)
- ✚ Have rational attitude towards private and/or public matters
- ✚ Keep the company's confidentiality

-  Think logically, reason critically, and make professional judgments in marketing management.
-  Carryout assigned activities with integrity and honesty.
-  Appreciate working with others (marketing and other professionals); and
-  Suggest other marketing professionals and ready to support the state and communities.
-  Appreciate the value of data for multiple decision-making purposes.

4. General objective

The Program is designed to provide a learning opportunity and train prospects who would like to pursue their career in the field of “Marketing Management”. Students on this program will get an exciting opportunity to combine business knowledge with professional expertise and develop the confidence to look forward to a career to understand, create, communicate, and deliver value and satisfaction to customers.

The program is designed to provide students an in-depth understanding of how to achieve total customer satisfaction through the use of appropriate marketing skills. It is also aimed to develop flexibility, adaptability and independence to enable our graduates to cope in a rapidly changing economic, social and technological environment in an innovative way.

Finally, the program aims at producing marketing professionals that can contribute a lot to the development of modern marketing practices in Ethiopia.

5. Specific objectives

-  Be Familiar to the theories, concepts and models of marketing management.
-  Apply the fundamental terms, concepts and theories of contemporary marketing activities in selected marketing situations.
-  Comprehend behavior of customers that are relevant for marketing decision.
-  Carry out marketing management functions in global environment where influences flow across international borders.
-  Perform marketing research to generate market information that can facilitate effective marketing decisions.
-  Make ethical decisions with respect to marketing activities.
-  Manipulate marketing mix variables to achieve organizational objectives.
-  Contribute their own share to the development of marketing practices.

6. Themes and list of courses and Total credit hour of the selected courses

S. No	Thematic areas	Courses to be included	Cr.hr
1	Fundamentals of Marketing	Principles of Marketing	4
		Consumer Behaviour	3
		Marketing research	3
		Sub-Total	10
2	Promotion & Brand Management	Integrated Marketing Communication	3
		Product & Brand Management	3
		Sub-Total	6
3	Services and E-Marketing	Services Marketing	3
		E-Marketing	3
		Sub - Total	6
4	Sales & Channel Management	Marketing Channel & Logistics Management	3
		Sales Management	4
		Sub - Total	7
5	Strategic & International Marketing	Strategic Marketing Management	4
		International Marketing	3
		Business Marketing	3
		Agricultural & commodity Marketing	3
		Sub- Total	13
6	Total		42

7. Total credit hour of the selected courses

- The total credit hour of the selected courses are 42 Chrs

8. Test Blueprint (Table Specification) for Bachelor of Arts Degree in Marketing Management

Themes	Courses under the themes	Cr. H.	Share of theme and courses	Competenci es	Contents/C hapters	Share of content s (120 items)	Learning Outcome	Learning outcomes and test weight																		
								Cognitive							Affective					Psychomotor						
								Remembering	Understanding	Application	Analysis	Evaluation	Creation	T	1	2	3	4	5	T	1	2	3	4	5	T
Fundame ntals of Marketin g	Principle of Marketing	4	11	Understand marketing principles, concept and tools	Nature and Scope of Marketing	2	Understand the Nature and Scope of Marketing		2																	
				Assess and Identify customers need and wants	Marketing Environmen t	2	Realize & analyze the Marketing Environment				2															
					Understandi ng The Market	1	Understanding The Market		1																	
					Market Segmentatio n, targeting and positioning	2	Know the Market Segmentation, targeting and positioning		2																	
					Managing Products	1	Understand how to Manage Products		1																	
					Pricing Decisions	1	Realize Pricing Decisions				1															
					Promotion	1	Know the Promotional mixs		1																	

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9. Summary of test Blue Print

Ministry of Education									
Higher Education Su-sector									
Share of Competencies (KSA) per course in Exit Exam Marketing Management									
S. N	Themes	Course Name	Cr.H	Share courses	Share of Competencies			Total	Remark
					Knowledge	Attitude	Skill		
1	Fundamentals of Marketing	Principles of Marketing	4	11	11			11	
		Consumer Behaviour	3	9	8		1	9	
		Marketing research	3	9	6		3	9	
2	Promotion & Brand Management	Integrated Marketing Communication	3	8	6		2	8	
		Product & Brand Management	3	9	5		4	9	
3	Services and E- Marketing	Services Marketing	3	9	8		1	9	
		E-Marketing	3	8	6		2	8	
4	Sales & Channel Management	Marketing Channel &Logistics Management	3	9	5		4	9	
		Sales Management	4	11	5		6	11	
5	Strategic & International Marketing	Strategic Marketing Management	4	11	8		3	11	
		International Marketing	3	9	4		5	9	
		Business Marketing	3	8	8			8	
		Agricultural & commodity Marketing	3	9	9			9	
		Total	42	120	89		31	120	

10. Conclusion

Exit examination can have a vital role in producing knowledgeable, skillful and attitudinally matured graduates. It contributes to prepare competent graduates as it can serve as a quality check for effectiveness. It also helps in improving academic programs quality and effectiveness. Furthermore, it can create the platform for cooperation among academic programs at different universities to work jointly to improve the programs quality.

In view of this, this document is produced to assist the setting of the exit examinations for all programs, which is being delivered by Ministry of Education. To meet the graduation profile, competency and learning outcome, exit exam competency selection and identifying core course was done for 2015 EC graduating students. As a result, preparing test blueprint is necessary to prepare fairly distributed items based on the above criteria.