

**CASE STUDIES AS A
TEACHING-LEARNING TOOL
IN ACCOUNTING AND
MARKETING COURSES**

An Instructor's Perspective

Yusof Ismail



IIUM PRESS

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Yusof Ismail: Case Studies As a Teaching-Learning Tool in Accounting and Marketing Courses: An Instructor's Perspective

ISBN: 978-967-418-186-4

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN.BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan
Tel: +603-6188 1542 / 44 / 45 Fax: +603-6188 1543
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CHAPTER 14

End of Semester Examination

Yusof Ismail

Abstract

The chapter presents the format or structure of the end-of-semester examinations of six courses: *Auditing, Decision Making & Control, Integrated Case Studies, Management Accounting, and Advanced Taxation; Consumer Behavior, Marketing Principles and Retail Management*. It also reproduced the instructions given to examinees. Both *Accounting* and *Marketing* disciplines tend to have only two sections in their respective examinations. *Accounting* tends to have problem or case type questions, whereas *Marketing* only multiple-choice and essay questions. The three typical sections (multiple-choice, essay) in examinations are not exhibited in the sample papers reviewed. The number of multiple-choice questions (MCQ's) varies from 20 to 40 whose value ranges from 20 to 45 marks. Essay/problems questions are worth between 60 and 100 marks. In most examinations, examinees are given an extra essay/problem question to choose.

Introduction

End of semester examination or normally referred to as final examination, or final exam for short is very important in assessing student learning and comprehension. It is in fact a tool used to evaluate the student's mastery of the topics or chapters studied. It is the last opportunity given to every student (examinee) to demonstrate his learning and improvement after taking into account the experience he has gathered or mistakes he might have made in tests, quizzes, and middle of semester examination.

This chapter reviews the structure (or format) of one of the most recent final examination sets for the courses covered in this book that are available at the IIUM Library's online databases. The presentation follows the sequence of the chapters of this book: *Auditing, Decision Making & Control, Integrated Case Studies, Management Accounting, and Taxation; Consumer Behavior, Marketing Principles and Retail Management*. The last section presents the conclusions of analysis of marks allocated for three typical sections of end-of-semester examinations.

Typical format

Each examination set contains a specified space for instructions. Some instructions tend to be longer and more precise than others. It is conceivable that the instructors of the course will inform their students in advance of the format, parts (or sections) of the examination set, distribution of marks, and guidelines of reading and attempting the examination. Students