

Texas A&M University - Commerce
Department of Marketing and Business Analytics
Comprehensive Exam Procedures

In order to earn a Masters of Science in Marketing or a Masters of Science in Business Analytics, all students must pass a comprehensive exam. The exam is administered in accordance with the following University Procedure:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/11centersDegreesPrograms/graduate/11.99.99.R0.13.pdf>.

The BUSA and MKT exams will be administered through D2L in BUSA 521 and MKT 529, respectively. Students will need to get permission from the Advising Office by submitting the appropriate permit form found on the department webpage to take the class before starting their last semester. For the first attempt, the exam will be held on a date announced in the actual course syllabus. **You have an option to take the exam online (with a proctor) or take it face-to-face in a classroom at the Commerce campus. The online version will be administered by ProctorU and students will be responsible to pay for the fee (\$25).** Please make sure to follow the ProctorU directions, sign up and schedule an exam start time with ProctorU at least 1 WEEK BEFORE the actual exam date. Information regarding registration is available on the BUSA 521 and MKT 529 course shell under doc sharing. Scheduling module on the ProctorU website should be available about 30 days before the exam date. If you'd prefer to take the exam on campus, you MUST let Dr. Son Bui know at least 1 WEEK before the exam (please email him at: son.bui@tamuc.edu). You will be given a time and place (the exam date will be the same as the online version) announced via email. After the exam is completed, the Marketing & Business Analytics faculty will meet and decide on the scores. You will be notified by email whether you received a passing or failing grade from Dr. Son Bui within a week after finishing the exam. To pass the comprehensive exam, you will need to make a score of 70% or better. If you don't pass the exam, you will be given the second attempt, and possible third attempt in the following semester if the department head and the dean of graduate study give permissions. You will be notified by email the exam date for the second and third attempt.

First Attempt

The BUSA exam covers the material presented in BUSA 521, 526 & 542, and MKT exam covers the material presented in MKT 521, 572 & 586. The exam questions are written by the faculty members who teach these courses.

- The BUSA exam contains 40 multiple-choice questions, consisting of 35 conceptual based questions and 5 analytical based questions.
- The MKT exam contains 75 multiple-choice questions, consisting of 50 conceptual based questions and 25 analytical based questions.

There is a 3-hour window to complete the exam. There is no break during the exam. The clock starts once the exam is opened and will continue running even if the exam is closed.

Late exams will not be accepted. The exam is to be completed individually. Students are not to receive help from anyone. All work submitted must be their own. The Academic Dishonesty Policy will be strictly enforced.

Grading Procedure

The exam will be graded by a panel of faculty members. A score of 70% or better is required to pass. You will be notified by email whether you received a passing or failing grade within a week after finishing the exam. We DO NOT announce the actual score you received or information on which questions were missed.

Pass the First Attempt

If the student passes the exam, the Marketing & Business Analytics Department will submit the appropriate paperwork to the Graduate School indicating such as a requirement for graduation.

Do Not Pass the First Attempt

If the student does not pass the exam, the Marketing and Business Analytics Department will submit paperwork to the Graduate School indicating such. With permission of the department head, the second attempt will be administered immediately after the results for the first test are compiled.

Second Attempt

If the second attempt is approved by the department head, the student will have to retake the exam in the same semester they take the first attempt. The exam will have the same format but different questions compared to the first attempt:

- The BUSA exam contains 40 multiple-choice questions, consisting of 35 conceptual based questions and 5 analytical based questions.
- The MKT exam contains 75 multiple-choice questions, consisting of 50 conceptual based questions and 25 analytical based questions.

There is a 3-hour window to complete the exam. There is no break during the exam. The clock starts once the exam is opened and will continue running even if the exam is closed.

Late exams will not be accepted. The exam is to be completed individually. Students are not to receive help from anyone. All work submitted must be their own. The Academic Dishonesty Policy will be strictly enforced.

Grading Procedure

The exam will be graded by a panel of faculty members. A score of 70% or better is required to pass. You will be notified by email whether you received a passing or failing grade within a week after finishing the exam. We DO NOT announce the actual score you received or information on which questions were missed.

Pass the Second Attempt

If the student passes the exam, the Marketing & Business Analytics Department will submit the appropriate paperwork to the Graduate School indicating such as a requirement for graduation.

Do Not Pass the Second Attempt

If the student does not pass the exam on the second attempt, the Marketing & Business Analytics Department will submit paperwork to the Graduate School indicating such. At the discretion of the department head and the dean of graduate studies, students *may* be offered a third and *final* attempt to take the comprehensive exam. Please note that **if the student does not pass the exam on the third attempt, they will not be allowed to attain the Master of Science in Marketing/Business Analytics degree from Texas A&M University – Commerce.**

If the department head and the dean of graduate studies allow the student a third and final attempt, they will be assigned a faculty advisor within the department and given a study plan to prepare. It is the student's responsibility to cover the material on the study plan. The faculty advisor will answer questions and assist the student through the process.

Third Attempt

If the student is granted a third attempt by the department head and the dean of graduate studies, the test may not be taken any earlier than the middle of the next semester and no later than one year after completion of the second attempt. The student's faculty advisor will coordinate the testing date. The exam will have the same format but different questions compared to the first attempt, and the second attempt:

- The BUSA exam contains 40 multiple-choice questions, consisting of 35 conceptual based questions and 5 analytical based questions.
- The MKT exam contains 75 multiple-choice questions, consisting of 50 conceptual based questions and 25 analytical based questions.

There is a 3-hour window to complete the exam. There is no break during the exam. The clock starts once the exam is opened and will continue running even if the exam is closed.

Late exams will not be accepted. The exam is to be completed individually. Students are not to receive help from anyone. All work submitted must be their own. The Academic Dishonesty Policy will be strictly enforced.

Grading Procedure

The exam will be graded by a panel of faculty members. A score of 70% or better is required to pass. You will be notified by email whether you received a passing or failing grade within a week after finishing the exam. We DO NOT announce the actual score you received or information on which questions were missed.

Pass the Third Attempt

If the student passes exam, the Marketing & Business Analytics Department will submit the appropriate paperwork to the Graduate School indicating such as a requirement for graduation.

Do Not Pass the Third Attempt

If the student does not pass the exam on their third attempt, the Marketing & Business Analytics Department will complete the appropriate paperwork and inform the graduate school of such. **Students**

will not be allowed to attain the Master of Science in Marketing/Business Analytics degree from Texas A&M University – Commerce.

OTHER IMPORTANT TEST RELATED INFORMATION:

There are NO additional study materials offered including any “sample questions”. The exam questions are very similar to the ones you saw during the semester when you were taking the courses listed above.

You will not be allowed to use MS Office products (including excel, word, etc.), the internet or ANY calculator.

During the exam: You are allowed to use 2 pages of scratch paper (8×11 printer paper - these will be verified to be empty by the proctor) and will have to turn in your notes after finishing the exam. You are not allowed to use any class material/notes/PowerPoints etc.

Also, the exam is 3 hours and you are not allowed to use the bathroom during that time. Please prepare accordingly. If you have a medical problem that keeps you from performing your best for the exam, please do not take the exam. There are absolutely no make-ups for the attempt you take.

Comprehensive Exam Study Guide – Business Analytics

BUSA 526

- 1) Understand and be able to use the entity-relationship diagram to create database prototypes.
 - Understand one-to-one, many-to-many, and one-to-many relationship
 - Understand how to draw supertype/subtype relationship
 - Understand how to transform ERD to relational tables
- 2) Be able to use SQL to implement database prototypes in a database management system such as MySQL.
 - Know how to use CREATE TABLE, DROP, ALTER and INSERT commands
 - Know how to set constraints such as PRIMARY KEY and FOREIGN KEY
- 3) Be able to use SQL to retrieve data, and perform simple data analysis in a database management system
 - Know how to write SELECT statement
 - Know how to apply subquery, GROUP BY, HAVING, VIEWS, and conditional testing.

BUSA 521 (Only covers from Chapter 1 to Chapter 4)

- 1) Demonstrate knowledge of key project management success factors.
 - Identify the organizational Influences such as project manager's leadership, team members' collaboration skills, and communication skills
- 2) Explain the main components and definitions of a project life cycle, including:
 - project planning
 - project execution
 - project control
 - project completion
- 3) Be able to explain the main tasks during each stage in a project life cycle, such as:
 - project integration process

BUSA 542

- 1) Gain an understanding of how business problems are frequently solved using decision models.
 - Be able to explain the definition of optimization analysis
 - Identify the main components in an optimization analysis such as objective variable, decision variables, objective function, and constraints.
- 2) Develop an ability to identify situations where decision modeling can be useful.
 - Be able to use the major models such as optimization, linear regression, and time series analysis.
- 3) Understand the assumptions and limitations of decision modeling.
 - Explain what a constraint is in an optimization analysis

- Explain how the constraints make optimization analysis different from other linear models.
 - Be able to identify the constraints when a business question is given.
- 4) Understand and critically review reports by technical specialists.
- Be able to compare the difference between linear regression analysis and optimization analysis
 - Identify the scenarios for which optimization analysis is appropriate to use.

Comprehensive Exam Study Guide – Marketing

MKT 521

- 1) Understand the role of micro and macro marketing in an organization and the development/planning of a marketing strategy.
 - Marketing concept
 - Difference between macro vs. micromarketing
- 2) Understand the elements that influence buyer behavior.
 - External market environment
 - Segmentation
 - Consumer decision making process
- 3) Understand the essentials of the 4P's: Product, Place, Price, Promotion
 - Product life cycle
 - Branding
 - Channel of distribution
 - Channel role/function
 - Promotional mix
 - Pricing objectives
- 4) Understand what defines an effective implementation of the marketing strategy.
 - Planning
 - Implementation
 - Evaluation & control

MKT 572

- 1) Understand marketing research and three types of research design: exploratory research, descriptive research and causal research.
 - Differentiate the three types of designs.
 - Quantitative and qualitative research
 - Test market
- 2) Determine sample size, identify research question and apply appropriate univariate and multivariate methods/statistical test
 - Sample size calculation
 - Difference between univariate and multivariate tests

- 3) Understand data collection and sampling
 - Primary data and secondary data
 - Different types of sampling
 - Sampling error
- 4) Understand survey research and survey design errors
 - Survey design error
 - Measurement scales
 - Reliability and validity
- 5) Identify research question and apply appropriate univariate and multivariate methods/statistical test
 - Basic measures (mean, variance etc.)
 - Difference between univariate and multivariate tests.
 - Understand the goal of each type of test
 - Hypotheses

MKT 586

- 1) Identify marketing mix variables
 - Product;
 - price;
 - promotion;
 - place/distribution
- 2) Implement the effective marketing strategy decisions
 - Target market;
 - Segmentation;
 - International customers;
 - Products to international market;
 - Services to international market
- 3) Recognize organization's global strategy
 - **Multinational strategy** - the organization is involved in a number of markets beyond its home country
 - **International strategy** - the organization's objectives relate primarily to the home market.
- 4) Develop an optimal global marketing strategy that meets their internal corporate capabilities and the external environments.
 - Internal factors (SWOT analysis);External factors (i.e. culture, economics, politics, and competition)