BUAD 307 Davide Proserpio Marketing Fundamentals Fall, 2020

INSTRUCTIONS FOR TAKING THE ONLINE FINAL EXAM

Please sign onto Blackboard as normal and select this course. You should use a computer rather than a phone or tablet. Please be sure to use either Chrome or Firefox since these have been found to be more reliable on Blackboard Tests than Safari or Explorer. If available, a wired Internet connection is more reliable and preferable to WiFi. If you lose your Internet connection or otherwise get kicked out of Blackboard, you should be able to reenter and continue. If not, email me at proserpi@usc.edu

You may want to ask that any family members or housemates planning to watch Netflix movies while you take the exam to download these ahead of time.

By default, the exam will be available on Blackboard during the time window 8:00 am – 12am on Friday, November 20.

- If you are scheduled to take the exam at another time, it will show up at that time for you.
- You will have one hour
- The exam will *not* be visible before the scheduled time.

In Blackboard, click on "Assignments," then "Final Exam"

As a reminder, this exam is "closed books, notes, and Google". You may not communicate with anyone other than the instructor while you take the exam. To ensure this we will use Respondus to lock the browser and monitor the exam taker. The instructions to download Respondus can be found at: <u>http://faculty.marshall.usc.edu/Davide-Proserpio/BUAD307-fall20/Respondus-student-download-info.pdf</u>

You will have one hour to answer 50 multiple choice questions but please keep a two hours slot available in the case there are problems when you start. For each correct answer you will earn 0.7 points; for each unanswered question you will earn 0 points; and for each wrong answer you will earn - 0.7 points. This means that guessing a question answer is probably a worse strategy than not answering the question.

All questions will be visible throughout the exam. You can go back at any time and change answers if desired. You can attempt these questions in any order you choose.

You will need a calculator for the exam.

When you have finished the exam, or when time runs out, please click "Submit" at the bottom of the exam.

Good luck!