

Principal approved

**Sample Exam that Meets Course Learning Outcomes (CLOs)  
and Supports the Assessment of PLO/PI Achievement**

*(For lecturers when designing the exam and for academic administrators)*

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**VAN LANG UNIVERSITY  
FACULTY OF COMMERCE**

**FINAL-TERM EXAM  
Semester 2, Academic Year 2024-2025**

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**I. General Information**

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Course title: E-Commerce	Credits: 03
Course code: 242_72MISS40023	Class group code: 01
Duration: 07 days after the end of Week 15	Exam format: Group essay
Reference materials allowed:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Exam submission (lecturer):	First submission <input checked="" type="checkbox"/> Second submission <input type="checkbox"/>

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**II. Exam Requirements in Relation to Course Learning Outcomes (CLOs)**

*(This section must be coordinated with information from the detailed course outline)*

<b>CLO Code</b>	<b>CLO Content</b>	<b>Assessment Method</b>	<b>CLO Weight in Final Exam (%)</b>	<b>Exam Question No.</b>	<b>Maximum Score</b>	<b>PLO/PI Measurement Reference</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>
<b>CLO1</b>	Clearly present the common B2C and B2B e-commerce models today, including types of business models and revenue streams; as well as online customer behavior under the influence of macro and internal factors.	Group essay	20%		3	I
<b>CLO2</b>	Analyze the structure and operating methods of a basic e-commerce website to support commercial business in the internet environment.	Group essay	20%		3	I
<b>CLO3</b>	Analyze and compare the advantages and disadvantages of promotional tools in digital marketing based on target audiences, with the goal of building a complete marketing plan.	Group essay	20%		4	I

**Notes for the table's columns:**

*(1) Only list the CLOs that are assessed by the end-of-course exam (as specified in the detailed course syllabus). Do not include CLOs that are assessed through other means such as midterm exams, projects, assignments during the course, or other types of formative assessments. In cases where a CLO is assessed both during the course and in the final exam, it should still be included in column (1).*

*(2) Specify the content of the corresponding CLO.*

*(3) The assessment method can include: multiple-choice test, essay, project, capstone project, oral examination, computer-based practical test, laboratory practical test, report, presentation, etc., in accordance with the content of the CLO and as described in the detailed course syllabus.*

*(4) The weight of each CLO in the final exam (expressed as a percentage) is determined by the instructor based on the relative importance of each CLO. This serves as the basis for distributing the percentage of maximum points allocated to each exam question used to assess the corresponding CLO. More important CLOs should be allocated higher maximum points. Column (4) is used to support column (6).*

*(5) List the specific exam question(s) (e.g., Question number ... or from question number ... to question number ...) used to assess the corresponding CLO.*

*(6) Specify the maximum score for each question or exam section.*

*(7) In case this is a core course – where CLO assessment results are used to evaluate the achievement level of PLOs/PIs – indicate the relevant PLO/PI code in the corresponding row. The course syllabus must also clearly state which CLOs from this course will be used to measure and evaluate related PLOs/PIs. If none of the CLOs in the course are used to evaluate PLO/PI achievement, leave this column blank..*

*(Section released to students)*

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### II. Exam Topics

**Using the knowledge acquired from the E-Commerce course, research and analyze one of the following topics:**

**Topic 01:** Analyze the business model (8 elements) of an e-commerce platform or company.

**Topic 02:** Present the necessary steps to build and operate an e-commerce business.

**Topic 03:** Analyze the e-commerce market in the Fast-Moving Consumer Goods (FMCG) sector.

*Ho Chi Minh City, day ... month ... year ...*

**EXAM APPROVER**

**EXAMINING LECTURER**



**Dr. ....**

**Dr. Nguyễn Công Thành**