

Exam Item Analysis Report

Report Run Date 10/10/2008

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Instructor	Bandyop	Class		Total Score Possible	15.00	Exams Graded	12
Exam Name	Marketing	Grade Level		Highest Score	12 - 80.0%	Average	8.5 - 56.7%
Exam Date	08/2008	Exam ID	Core Concept Exam	Lowest Score	2 - 13.3%	Median	9.0 - 60.0%

Correct answers are shown in bold						Blanks	Correct	Percentage Incorrect
Q26	A (1, 8%)	B (2, 17%)	C (9, 75%)	D (0, 0%)	E (0, 0%)	(0, 0%)	9, 75%	25%
Q27	A (7, 58%)	B (2, 17%)	C (2, 17%)	D (1, 8%)	E (0, 0%)	(0, 0%)	7, 58%	42%
Q28	A (0, 0%)	B (0, 0%)	C (1, 8%)	D (11, 92%)	E (0, 0%)	(0, 0%)	11, 92%	8%
Q29	A (1, 8%)	B (2, 17%)	C (7, 58%)	D (1, 8%)	E (0, 0%)	(1, 8%)	7, 58%	42%
Q30	A (0, 0%)	B (2, 17%)	C (0, 0%)	D (10, 83%)	E (0, 0%)	(0, 0%)	10, 83%	17%
Q31	A (10, 83%)	B (1, 8%)	C (1, 8%)	D (0, 0%)	E (0, 0%)	(0, 0%)	10, 83%	17%
Q32	A (2, 17%)	B (6, 50%)	C (0, 0%)	D (4, 33%)	E (0, 0%)	(0, 0%)	6, 50%	50%
Q33	A (9, 75%)	B (3, 25%)	C (0, 0%)	D (0, 0%)	E (0, 0%)	(0, 0%)	9, 75%	25%
Q34	A (0, 0%)	B (3, 25%)	C (7, 58%)	D (2, 17%)	E (0, 0%)	(0, 0%)	3, 25%	75%
Q35	A (7, 58%)	B (2, 17%)	C (2, 17%)	D (1, 8%)	E (0, 0%)	(0, 0%)	2, 17%	83%
Q36	A (4, 33%)	B (2, 17%)	C (3, 25%)	D (3, 25%)	E (0, 0%)	(0, 0%)	3, 25%	75%
Q37	A (1, 8%)	B (3, 25%)	C (1, 8%)	D (7, 58%)	E (0, 0%)	(0, 0%)	7, 58%	42%
Q38	A (4, 33%)	B (4, 33%)	C (4, 33%)	D (0, 0%)	E (0, 0%)	(0, 0%)	4, 33%	67%
Q39	A (2, 17%)	B (5, 42%)	C (1, 8%)	D (4, 33%)	E (0, 0%)	(0, 0%)	5, 42%	58%
Q40	A (1, 8%)	B (9, 75%)	C (2, 17%)	D (0, 0%)	E (0, 0%)	(0, 0%)	9, 75%	25%