



# ASSESSMENT

## Department of Agribusiness

### Faculty of Agriculture

### University of Islam Malang

Subject : Marketing of Management  
Credits : 3 credits/ 5.1 ECTS  
Subject Code : MKW60724  
Semester : 5  
Parallel Class : A, B, C

#### Appendix 1. Scoring Matrix

Nomenclature	Weight	Final Score	
		Letter Mark	Score average
Assignment	20%	A	80 – 100
Midle semester test	20%	B	70 - <80
Final semester test	20%	C	55 - <70
Practice	30%	D	50 - < 55
Presence	10%	E	0 - <50

#### Appendix 2. Question samples

1. Each company has a different market orientation, including sales and marketing oriented. Explain the difference between the two and give an example of the application of the market orientation in agriculture
2. Make a Segmenting, Targeting and Positioning analysis of rice products
3. Describe using a table of meanings accompanied by examples of product lines, product width, product depth and product consistency

### Appendix 3. Achievement of CLO

#### A Class

Meetings	CLO 1 (%)	CLO 2 (%)	CLO 3	CLO 4 (%)
1	81,94			
2		83,94		
3			71,90	
4				79,44
Average	81,94	83,94	71,90	79,44
Predicate	EXCELLENT	EXCELLENT		EXCELLENT

#### B Class

Meetings	CLO 1 (%)	CLO 2 (%)	CLO 3	CLO 4 (%)
1	82,03			
2		72,00		
3			72,03	
4				73,03
Average	82,03	72,00	72,03	73,03
Predicate	EXCELLENT	EXCELLENT		EXCELLENT

#### C Class

Meetings	CLO 1 (%)	CLO 2 (%)	CLO 3	CLO 4 (%)
1	79,05			
2		89,05		
3			69,00	
4				75,05
Average	79,05	89,05	69,00	75,05
Predicate	EXCELLENT	EXCELLENT		EXCELLENT

#### Standard

Std num-based AI		Weighted avg LO based AI	
70 <= AI	HIGH	70 <= AI	EXCELLENT
60 <= AI < 70	MEDIUM	60 <= AI < 70	SATISFACTORY
50 <= AI < 60	LOW	50 <= AI < 60	DEVELOPING
AI < 50	VERY LOW	AI < 50	UNSATISFACTORY



## B class

Matrik Rekap Nilai Akhir Mahasiswa																	
No.	NPM	NAMA	SUB-CPMK/BOBOT (NILAI HARIAN)				NILAI HARIAN		UTS	UAS	angka	HURUF					
			1	2	3	4	Skala 4*25	Skala 4									
			skala 4*30%				skala 4*5%		skala 4*40%		skala 4*25 Skala 4						
			Skala 100														
1	21701032044	HARBI PRAMANA	3	0.9	3	0.15	3	1.2	3	0.75	3	76.5	65	43.5	70.75	B	
2	21701032045	MUHAMMAD FAJAR MAULANA	3	0.9	3	0.15	3	1.2	3	0.75	3	78	70	72	71.5	B	
3	21701032046	ALI MAS'UD	4	1.2	4	0.2	4	1.6	4	1	4	78	80	80	79.5	80.5	A
4	21701032047	ANITA SARI	3	0.9	3	0.15	3	1.2	3	0.75	3	78	70	72	72.75	72.5	B
5	21701032048	DWI JAYANTI MANDA SARI	3	0.9	3	0.15	3	1.2	3	0.75	3	78	65	70	70.125	70.25	B
6	21701032049	META ROSALINA	0	0	0	0	0	0	0	0	0	21.25	0	0	5.3125	4.4	E
7	21701032050	TAUFIQ FIRMANSYAH	4	1.2	4	0.2	4	1.6	4	1	4	78	80	80	79.5	80.5	A
8	21701032051	AINAYA PUTRI MAGFIROH	3	0.9	3	0.15	3	1.2	3	0.75	3	79.75	84	90	85.1875	70.75	B
9	21701032052	ARIF RAHWANSYAH	3	0.9	3	0.15	3	1.2	3	0.75	3	78	70	65	70.125	70.5	B
10	21701032053	FERDIANSAH EKA SAPUTRA	4	1.2	4	0.2	4	1.6	4	1	4	79.75	85	85	83.6875	80.5	A
11	21701032054	ALDYFERDIAN MAHESTA JA	3	0.9	3	0.15	3	1.2	3	0.75	3	79.75	70	70	72.4375	72.25	B
12	21701032055	MILKA SILVIA C. D.	3	0.9	3	0.15	3	1.2	3	0.75	3	90	60	70	71.25	70.9	B
13	21701032056	MOCH. HELMI FAUZI	4	1.2	4	0.2	4	1.6	4	1	4	78	80	90	83.25	83.5	A
14	21701032057	KUNANTO PRAMUJI	4	1.2	4	0.2	4	1.6	4	1	4	78	84	80	81	81.4	A
15	21701032058	ADI PUTRA PRATAMA	3	0.9	3	0.15	3	1.2	3	0.75	3	79.75	60	75	70.5625	71.65	B
16	21701032061	M. AUFAN NASRULLAH	4	1.2	4	0.2	4	1.6	4	1	4	90	80	80	82.5	82.75	A
17	21701032062	ALVIN YUDIANTO	4	1.2	4	0.2	4	1.6	4	1	4	88.25	80	75	80.1875	81.75	A
18	21701032063	MOHAMAD TAEDY DWI SAPU	4	1.2	4	0.2	4	1.6	4	1	4	88.25	75	80	80.1875	81.75	A
19	21701032064	AHMAD KHUSNI	4	1.2	4	0.2	4	1.6	4	1	4	79.75	80	80	79.9375	81.5	A
20	21701032066	NURUL HANIFAH	4	1.2	4	0.2	4	1.6	4	1	4	79.75	80	83	81.0625	82.5	A
21	21701032067	DIDI SURYADIN	3	0.9	3	0.15	3	1.2	3	0.75	3	87.5	60	70	70.625	70.4	B
22	21701032068	MUHAMMAD RIFKI	1	0.3	1	0.05	1	0.4	1	0.25	1	59.5	50	50	52.375	50.3	D
23	21701032069	MUHAMMAD ROJABI THOYAL	3	0.9	3	0.15	3	1.2	3	0.75	3	21.25	90	90	72.8125	74.25	B
24	21701032070	SYARIF HIDAYATULLAH	3	0.9	3	0.15	3	1.2	3	0.75	3	88.25	60	80	74.5625	72	B
25	21701032071	RUSLIADI	3	0.9	3	0.15	3	1.2	3	0.75	3	79.75	60	60	64.9375	74	B
26	21701032072	MARISSA TSANIA EL WARD	3	0.9	3	0.15	3	1.2	3	0.75	3	54.5	60	90	69.875	73.25	B
27	21701032075	SITI AISYAH KOMALA	4	1.2	4	0.2	4	1.6	4	1	4	90	70	90	82.5	82	A
28	21701032076	SYAFAROTUL KIROMAH	3	0.9	3	0.15	3	1.2	3	0.75	3	79.75	70	85	78.0625	78.75	B
29	21701032077	ISNAWIYAH	4	1.2	4	0.2	4	1.6	4	1	4	87.5	70	88	81.125	80.75	A
30	21701032078	JOKO SUJATMIKO	4	1.2	4	0.2	4	1.6	4	1	4	80	75	90	81.875	82	A
31	21701032079	YULI ARSIH	4	1.2	4	0.2	4	1.6	4	1	4	86	80	80	81.5	82.75	A
32	21701032080	MOHAMAD HANIF ADHAWIJA	3	0.9	3	0.15	3	1.2	3	0.75	3	80	55	80	70.625	71.5	B
rata			3.28125	0.984375	3.28125	0.164063	3.28125	1.3125	3.28125	0.820313							
konversi			82.03125	24.60938	72.03125	4.101563	73.03125	32.8125	81.09127	20.50781						43.75 %	
																50 %	
																0 %	
																3.125 %	
																3.125 %	
																93.75 %	
																6.25 %	

No.	NPM	NAMA	SCORE			
			CLO 1	CLO 2	CLO 3	CLO 4
1	21701032044	HARBI PRAMANA	70	70	80	80
2	21701032045	MUHAMMAD FAJAR MAULANA	60	90	90	90
3	21701032046	ALI MAS'UD	60	90	90	90
4	21701032047	ANITA SARI	60	90	50	90
5	21701032048	DWI JAYANTI MANDA SARI	60	90	90	90
6	21701032049	META ROSALINA	60	65	65	65
7	21701032050	TAUFIQ FIRMANSYAH	70	90	90	90
8	21701032051	AINAYA PUTRI MAGFIROH	60	65	90	90
9	21701032052	ARIF RAHWANSYAH	55	90	90	90
10	21701032053	FERDIANSAH EKA SAPUTRA	50	65	90	90
11	21701032054	ALDYFERDIAN MAHESTA JA	55	65	90	90
12	21701032055	MILKA SILVIA C. D.	90	90	90	90
13	21701032056	MOCH. HELMI FAUZI	50	90	90	90
14	21701032057	KUNANTO PRAMUJI	50	90	90	90
15	21701032058	ADI PUTRA PRATAMA	60	65	90	90
16	21701032061	M. AUFAN NASRULLAH	90	50	90	90
17	21701032062	ALVIN YUDIANTO	90	80	90	85
18	21701032063	MOHAMAD TAEDY DWI SAPU	90	80	90	85
19	21701032064	AHMAD KHUSNI	60	65	90	90
20	21701032066	NURUL HANIFAH	60	65	90	90
21	21701032067	DIDI SURYADIN	90	90	90	80
22	21701032068	MUHAMMAD RIFKI	60	50	60	60
23	21701032069	MUHAMMAD ROJABI THOYAL	60	65	50	50
24	21701032070	SYARIF HIDAYATULLAH	90	80	90	85
25	21701032071	RUSLIADI	60	65	90	90
26	21701032072	MARISSA TSANIA EL WARD	55	55	80	90
27	21701032075	SITI AISYAH KOMALA	90	90	90	90
28	21701032076	SYAFAROTUL KIROMAH	60	65	90	90
29	21701032077	ISNAWIYAH	90	90	90	80
30	21701032078	JOKO SUJATMIKO	80	80	80	80
31	21701032079	YULI ARSIH	90	90	80	90
32	21701032080	MOHAMAD HANIF ADHAWIJA	80	80	80	80

