# 252195 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### Activity - In Pairs

Your organisation is about to start up a new marketing department. You are required to fill two positions in that department and identify the necessary resources they may require for their new offices. Doing a simple and quick study of what a marketing office requires will enable you to identify the equipment. Some research into a marketing employee will enable you to make informed decision of what the technical competencies and personal attributes are of a marketer. Once you have completed both your studies add them to this manual.

### Formative Assessment 2

#### In Your Groups

**Part 1**

Gather asset registers / asset usage records from your organisation and interpret the data that you can find on the documents. Identify areas where you feel additional, yet important data can be added and then draw up your own asset register depicting the additional data entries/requirements.

**Part 2**

Gather Customer Feedback forms and Employee Appraisals from your Human Resources department. Identify areas on this form which you feel require improvement by changing the questions to be more relevant to the current state f the organisation and its business views/strategy and then add them into the appraisal.