



business growth

Non-EU Examination Entry Form June 2010 Marketing

To be completed **only** by candidates sitting examinations **outside** the European Union i.e. **not** in the UK, the Republic of Ireland or other European Union (EU) countries.

Please ensure that this form reaches the ABE office before the closing date: **Thursday 1 April 2010.**

NEW MEMBERS – If you have applied for ABE membership please submit your examination entry form now. Do **not** wait until you have received your ABE membership number.

This page must be completed in BLOCK CAPITALS and sent to ABE together with your selection of subject entries (page 2) and the correct payment.

Family Name

ABE Membership No.

Given Name

Date of Birth (e.g. 16031985)

Email

Full Address (Mark with X if NEW address)

Name of Town/City where you can sit the examination

Name of College where you are studying

FOR OFFICE USE ONLY

Payment

- **Payment must be made by £ sterling (GBP) by cheque/draft drawn on a UK bank, by postal order or by credit/debit card.** Payment received in other currencies is **not** acceptable.
- Examination forms will **not** be accepted unless accompanied by the **correct payment**. Please write your full name and membership number on back of cheque/bank draft. Cheques must be made payable to ABE.
- Faxed examination entry forms will only be accepted if payment is made by credit/debit card. Forms with photocopies of bank drafts/cheques will definitely **not** be accepted. Please **do not** both fax and mail your examination form. Email examination entries will **not** be accepted.

Credit/Debit card payment form

I authorise you to debit my account with the amount of £

I wish to pay by VISA/Delta/MasterCard/Maestro/Solo/JCB/AMEX

My card number is

Expiry date

Month Year
|

Valid from

Month Year
|

Issue no.

(if applicable)

Security Code (last three digits on signature strip on back of card or four digits on front of AMEX card)

**IMPORTANT NOTE
YOU MUST PROVIDE THE
SECURITY CODE FOR
PAYMENT TO BE
ACCEPTED**

Cardholder Name

Cardholder Address

Postcode (UK address only)

Telephone no.

Fax no.

Cardholder Signature

Date

 / /

Payment enclosed OR Deduct from my Credit/Debit Card (see above)

Annual Subscription

£

Examination Fees

£

Other Payments

£

Please enter Total Payment

£

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Marketing

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ABE Membership No. Full Name

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Please indicate which subject(s) you wish to enter by **CROSSING** the relevant box

Marketing

Certificate

- Fee per subject £20

- Introduction to Business
- Introduction to Business Communication
- Introduction to Quantitative Methods
- Introduction to Marketing

Marketing

Diploma Part 1

- Fee per subject £28

- Economic Principles and their Application to Business
- Organisational Behaviour
- Quantitative Methods for Business and Management
- Principles of Marketing

Diploma Part 2

- Fee per subject: £28

- Marketing Policy, Planning and Communication
- Marketing Information Systems
- Marketing in Action
- Principles of Business Law
- Human Resource Management
- Systems Analysis and Design

Marketing

Advanced Diploma

- Fee per subject: £35

- Corporate Strategy and Planning
- Strategic Marketing Management
- Integrated Marketing Communications
- International Marketing
- Contemporary Issues in Marketing

Please ensure that you have retained pages 3 and 4 containing the regulations and timetable.

I have read and accept the ABE conditions and regulations stated on this examination entry form.

No. of subjects entered

Total Payment

£

Signature

Date

 / /

Send to:

The Association of Business Executives
 5th Floor, CI Tower
 St. Georges Square, High Street
 New Malden, Surrey KT3 4TE, UK
 t +44 (0)20 8329 2946 f +44 (0)20 8329 2945
www.abeuk.com

Please do not submit this page of the examination entry form to ABE but to retain for your future reference

ABE Examination conditions and regulations – Please read carefully

Students should check the programme syllabuses (see ABE website www.abeuk.com) for current rules on **compulsory** and **optional** subjects before submitting their examination entry form.

Business Communications and Presentation (BCP)

- Because of developments in UK regulation, ABE has decided that a pass in BCP can be used to complete the Business Management (BM) Diploma (instead of a pass in Management in Action), or the Business Information Systems (BIS) Diploma (instead of a pass in Information Systems Project Management) **until December 2010**.

Managing Systems Change (MSC)

- A pass in MSC may be used to complete the BIS Advanced Diploma (instead of a pass in Information Systems Strategic Management) **until December 2010**.

Certificate progression

- Students must pass **at least three** Certificate subjects before progressing to the Diploma. However, **all four** Certificate subjects must be passed before the Diploma can be awarded.

Diploma progression

- Students must pass **at least seven subjects** in the Diploma before progressing to Advanced level. However, **all nine required** Diploma subjects must be passed before the Advanced Diploma can be awarded.

Subject entries

- There is no limit to the number of subjects which candidates may enter. Do **not** enter for subjects whose dates clash, **as the timetable cannot be rescheduled**.

Notification slip

- A notification slip will be sent to all candidates approximately **two weeks** before the examinations. If you do not receive your notification slip, you can print one from the ABE Members Area on the ABE website (see below) or request a copy from the ABE office **at least one week** before the start of the examinations.
- **You must take the notification slip and personal identification (including a photograph) to every examination you sit.**

Transfers

- Candidates may transfer their examination entry to the next session, **December 2010**, providing the transfer request with £15 transfer fee is received by **Monday 17 May 2010**. The transfer cannot apply to any subject(s) other than the original entry.

Non attendance

- Examination fees are not refundable. If a candidate fails to attend an examination or withdraws after the closing date, the examination fee cannot be refunded.
- **In the event of illness**, and upon receipt of a medical certificate and transfer fee of £15 by **Monday 28 June 2010**, the subject(s) will be transferred to the next examination session, December 2010. Transfers will **not** be accepted without payment of the £15 fee.

Access arrangements (examination reasonable adjustments)

- To meet its commitment to equality of opportunity, ABE will, as far as is reasonably practical, endeavour to ensure access for people of all abilities, irrespective of physical capacity, in order that all candidates receive the same level of service and opportunity. Applicants for Reasonable Adjustments should email the Quality and Assessment Department at the ABE office on rasc@abeuk.com **no later than Friday 9 April 2010, the final closing date for examination entry**.

Conduct during examinations

- Books, dictionaries, written or printed material, programmable calculators, electronic dictionaries, personal organisers or other electronic aids are **not** allowed during the examinations (except in specific subjects where permission is explicitly stated on the question paper). **Possession of these items will result in disqualification from that examination session.**
- Candidates must **not** collude with or disturb another candidate or communicate with any other person (except an ABE invigilator) during the examinations.
- **Mobile phones or any other electronic communication devices** must be switched off completely before entering the Examination Hall. They must **not** be left on desks or used as calculators.
- Candidates who fail to comply with ABE examination regulations or commit any misconduct during an examination **will be disqualified from that examination session and all their scripts from that session will be cancelled**. Repeated or gross misconduct will lead to termination of membership of The Association of Business Executives.
- Question papers must **not** be removed from the Examination Hall. They will be available shortly after the examinations on the ABE website.
- **Candidates should not bring valuable personal possessions into the Examination Hall as ABE or its agents cannot accept responsibility or liability for loss or damage to personal possessions.**

Notification of results

- Candidates will be notified individually of their examination results, normally about two months after the examinations.
- Examination results will **not** be issued to any candidate who owes annual subscriptions or any money to ABE.
- Result slips indicate Pass or Fail and alphabetical grades (for details see syllabus); it is not the policy of ABE to disclose the marks awarded.
- Award certificates are sent separately from result slips and should be received within **three months** after release of examination results.

Student members can view their records and exam details by accessing the Members Area of the ABE website, www.abeuk.com Just enter your membership number and password and follow the instructions.

Specimen and Past Questions and Answers (and other tuition resources) are available on the Members Area.

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June 2010 Examination timetable

Date	Morning	Afternoon
Monday 7 June	<ul style="list-style-type: none"> • Financial Management (FM) • Economic Principles and their Application to Business • Principles of Programming (BIS) • Human Resource Management in Action (HRM) • Corporate Strategy and Planning • Contemporary Application Development Methods (BIS) • Customer Service Skills (TTHM) 	<ul style="list-style-type: none"> • Organisational Behaviour • Strategic Human Resource Management for Business Organisation • Concepts and Principles of Islamic Economics • Integrated Marketing Communications (MKT) • Introduction to Cost and Management Accounting (FM)
Tuesday 8 June	<ul style="list-style-type: none"> • Financial Accounting • Managing in Organisations • Principles of Marketing (MKT) • Managing People (HRM) • People Planning and Resourcing (HRM) • International Marketing (MKT) 	<ul style="list-style-type: none"> • Personnel Administration (HRM) • International Business Case Study • Travel, Tourism and Hospitality (TTHM) • Internet Systems Development (BIS) • Quantitative Methods for Business and Management • The Business Environment (FM) • Sustainable Tourism Planning and Development (TTHM)
Wednesday 9 June	<ul style="list-style-type: none"> • Introduction to Accounting • Human Resource Management • Computer Fundamentals (BIS) • Islamic Finance 	<ul style="list-style-type: none"> • Introduction to Business • Travel, Tourism and Hospitality Operations Management (TTHM) • Management in Action • Marketing in Action (MKT) • Information Systems Project Management (BIS) • Systems Management and Internal Financial Controls (FM)
Thursday 10 June	<ul style="list-style-type: none"> • Introduction to Financial Accounting (FM) • Introduction to Quantitative Methods • Principles of Business Law • Computer Applications in Business and Finance (BIS) • Relational Database Applications in Business (BIS) • International Travel, Tourism and Hospitality (TTHM) • Financial and Business Planning in a Global Context (FM) • Contemporary Issues in Marketing (MKT) 	<ul style="list-style-type: none"> • Introduction to Business Communication • Marketing Policy, Planning and Communication • Corporate Finance • Employment Relations (HRM) • Performance Management and Reward (HRM) • Project, Operations and Quality Management (FM)
Friday 11 June	<ul style="list-style-type: none"> • Marketing Information Systems (MKT) • Managerial Accounting • Managing the Information Resource • Introduction to the World of Computers (BIS) • Introduction to Travel, Tourism and Hospitality (TTHM) • Personnel Information Systems (HRM) • Strategic Hospitality Management (TTHM) • Computer Networking (BIS) 	<ul style="list-style-type: none"> • Introduction to Marketing (MKT) • Systems Analysis and Design • Strategic Marketing Management • Information Systems Strategic Management (BIS) • IT Applications and Skills (BIS) • Human Resource Development (HRM) • Managing Organisational Change and Development (HRM) • Entrepreneurship (FM) • IT in Hospitality and Tourism Operations (TTHM)

Note:

(TTHM) indicates specialist subjects in Travel, Tourism and Hospitality Management Programme
 (BIS) indicates specialist subjects in Business Information Systems Programme
 (HRM) indicates specialist subjects in Human Resource Management Programme
 (MKT) indicates specialist subjects in Marketing Programme
 (FM) indicates specialist subjects in Financial Management Programme