



## UNIVERSITI TUNKU ABDUL RAHMAN

### Faculty of Business and Finance

Kampar Campus

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*UTAR is committed to improving the quality of its programmes continuously and this survey is an integral part of the university's assessment process. The university recognizes the importance of our graduates in helping us in this endeavour. Kindly take a few minutes to complete the survey. The results of the survey will be reported only in the form of summary and your individual responses will be kept confidential.*

### SURVEY ON INTERNS

#### (A) Intern's particulars *(Please update the following information if applicable)*

Intern's Name :	Course: BMK
Attached Period :	
Name of Company :	

#### (B) Survey Questionnaires

***Please tick your score in the box (5 (Strongly agree) -----> 1 (Strongly disagree))***

1. Relevance of UTAR curriculum to the contribution of him/her towards your organization:  
His/her Degree Programme has
  - i. given him/her a strong foundation in the area of specialisation in his/her studies  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA
  - ii. Given him/her the ability to show basic understanding, apply marketing concepts and understand the roles of marketing in consumers' daily life and in business practices.  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA
  - iii. Prepared him/her to demonstrate the knowledge and skills to identify consumers' needs through marketing research, new product and services development, promotion, distribution in domestic and international environment.  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA
  - iv. Prepared him/her to appreciate marketing roles as the integration element in commercial and non-commercial organisations.  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA
  - v. Given him/her the ability to bring up and discuss ethical, legislation and social issues related to the development and implication to business and marketing fields.  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA
  - vi. Prepared him/her to demonstrate basic entrepreneurial skills and practise lifelong learning attitude which will enable him/her to face the challenges in the globalization scenario.  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA
  - vii. Prepared him/her to have good communication skills and enhanced soft skills.  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ NA

***Please tick your score in the box (5(Excellent) -----> 1 (Very Poor))***

1. His/her proficiency in English Language  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1
2. His/her attitude towards his/her job functions/responsibilities  
☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1

**Note: NA = Not applicable**

**Thank you for your kind cooperation**