



ECON\*1050 Introductory Microeconomics  
Winter 2025  
Section: DE01  
Department of Economics and Finance  
Credit Weight: 0.50

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## I. Course Details

### Calendar Description

This course gives students an introduction to the economy including the topics of price determination, market structure and resource allocation, the behaviour of consumers and firms, and market intervention by government. Some of the economic issues addressed may include agricultural price supports, rent control, trade policy, environmental regulation, price discrimination, and taxation.

Pre-Requisite(s): None

Co-Requisite(s): None

Restriction(s): None

Method of Delivery: Distance Education (asynchronous online)

### Final Exam

Date: April 7, 2025

Time: 11:30am-1:30pm

Location: Online

### Course Contact

Instructor: Eric Chi

Email: [chie@uoguelph.ca](mailto:chie@uoguelph.ca) (Please email me from your U of G email server, and I will respond back within 3 business days. If you do not hear from me after 3 business days, feel free to send a follow up email).

Phone: 519-824-4120 x 58949

Office: MacKinnon Building, Room 704

Office Hours via Zoom: Please note that further details will be posted in the Announcements.

### Teaching Assistant(s)

Name: TBD

Email: TBD

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## II. Learning Resources

### Recommended Textbook

Title: Microeconomics: Canada in the Global Environment (Cost: \$99.95)

Author(s): Michael Parkin and Robin Bade

Edition / Year: 11<sup>th</sup> Edition / 2022

Publisher: Pearson

The materials required for this course are ONLY available for purchase at the [University of Guelph Bookstore](#) or the [Guelph Campus Co-op Bookstore](#).

Please note that DE textbooks are in the Distance Education section of the University of Guelph Bookstore.

### Recorded Videos

On a weekly basis, recorded lecture videos will be posted, along with incomplete notes. It is critical that you watch the videos and fill in the notes as you progress through the lecture.

### Course Materials

Incomplete notes: On a weekly basis, I will upload incomplete notes to CourseLink, along with lecture videos. It is your responsibility to keep up to date with watching the videos and filling in the notes as you watch them.

Respondus LockDown Browser and Monitor (webcam): You will need to install this software prior to the start of the course. This will be used to proctor tests and the exam.

### Course Website

[CourseLink](#) (powered by D2L's Brightspace) is the course website and will act as your classroom. It is recommended that you log in to your course website every day to check for announcements, access course materials, and review the weekly schedule and assignment requirements.

### Ares

For this course, you may be required to access course reserve materials through the University of Guelph McLaughlin Library. To access these items, select **Ares** on the navbar in CourseLink. Note that you will need your Central Login ID and password in order to access items on reserve.

For further instructions on accessing reserve resources, visit [How to Get Course Reserve Materials](#).

If at any point during the course you have difficulty accessing reserve materials, please contact the Course Material and Reserve Services staff at:

Tel: 519-824-4120 ext. 53621

Email: [libres2@uoguelph.ca](mailto:libres2@uoguelph.ca)

Location: McLaughlin Library, First Floor, University of Guelph

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### III. Learning Outcomes

#### Course Learning Outcomes

By the end of this course, you should be able to:

1. Describe basic principles of microeconomics including demand and supply, utility and consumer choice, production and costs, market structure, market failures and government intervention, and factor markets;
  2. Demonstrate and discuss how basic economic models work;
  3. Analyze specific markets, including goods and services, housing, and labour markets;
  4. Recognize the successes and failures of government intervention in the market;
  5. Explain the role of public policies, such as competition policy, environmental policy, and trade policy;
  6. Apply mathematical concepts and tools, such as computing the slope of a line or graphing the relationship between variables, to explain basic economic models and the interaction between economic variables;
  7. Apply the microeconomic principles to critically examine everyday economic events;
  8. Apply basic problem-solving techniques used in microeconomics, including techniques to calculate elasticity, determine the market equilibrium, and compute total, marginal, and average cost and product; and
  9. Use graphical analysis to demonstrate and interpret various economic models, including the demand and supply model, market equilibrium determination, and the impact of government regulation on the economy.
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### IV. Teaching and Learning Activities

#### Course Structure

This course includes the following eight units:

- Unit 01: Introduction: Thinking Like an Economist
- Unit 02: Supply and Demand: How Markets Work
- Unit 03: Markets in Action: Government and Trade
- Unit 04: Consumer Choice: Utility and Demand
- Unit 05: The Firm: Production and Cost
- Unit 06: Markets
- Unit 07: Market Failures and Government Intervention
- Unit 08: Markets for Factors of Production

## Schedule

It is strongly recommended that you follow the course schedule provided below. The schedule outlines what you should be working on each week of the course and lists the important due dates for the assessments. By following the schedule, you will be better prepared to complete the assessments and succeed in this course.

<b>Week</b>	<b>Unit and Readings</b>	<b>Assessments</b>
<b>Week 1:</b> Mon, Jan 6 - Sun, Jan 12	<b>Unit 01:</b> Introduction: Thinking Like an Economist Reading: Chapters 1 and 2	None
<b>Week 2:</b> Mon, Jan 13 – Sun, Jan 19	<b>Unit 02:</b> Supply and Demand: How Markets Work Reading: Chapters 3	None
<b>Week 3:</b> Mon, Jan 20 – Sun, Jan 26	Reading: Chapters 4 and 5	<b>Courselink Quiz 1</b> Due: Fri, Jan 24 at 11:59pm <b>Test 1</b> Open: Mon, Jan 20 at 12:01am - Thu, Jan 23 at 11:59pm
<b>Week 4:</b> Mon, Jan 27 – Sun, Feb 2	<b>Unit 03:</b> Markets in Action: Government and Trade Reading: Chapter 6	<b>Courselink Quiz 2</b> Due: Fri, Jan 31 at 11:59pm
<b>Week 5:</b> Mon, Feb 3 – Sun, Feb 9	<b>Unit 03 &amp; Unit 04:</b> Consumer Choice: Utility and Demand Reading: Chapter 7	<b>Test 2</b> Opens: Mon, Feb 3 at 12:01am - Thu, Feb 6 at 11:59pm <b>Courselink Quiz 3</b> Due: Fri, Feb 7 at 11:59pm
<b>Week 6:</b> Mon, Feb 10 – Sun, Feb 16	<b>Unit 04:</b> Consumer Choice: Utility and Demand Reading: Chapter 8 & 9	<b>Courselink Quiz 4</b> Due: Fri, Feb 14 at 11:59pm
<b>Week 7:</b> Mon, Feb 24 – Sun, March 2	<b>Unit 05:</b> The Firm: Production and Cost Reading: Chapter 10	<b>Courselink Quiz 5</b> Due: Fri, Feb 28 at 11:59pm
<b>Week 8:</b> Mon, March 3 – Sun, March 9	<b>Unit 06:</b> Markets Reading: Chapter 11	<b>Test 3</b> Opens: Mon, March 3 at 12:01am - Thu, March 6 at 11:59pm <b>Courselink Quiz 6</b> Due: Fri, March 7 at 11:59pm
<b>Week 9:</b> Mon, March 10- Sun, March 16	Reading: Chapter 12	<b>Courselink Quiz 7</b> Due: Fri, March 14 at 11:59pm

<b>Week 10:</b> Mon, March 17- Sun, March 23	<b>Unit 07:</b> Market Failures and Government Intervention Reading: Chapter 13 & 14	<b>Courselink Quiz 8</b> Due: Fri, March 21 at 11:59pm
<b>Week 11:</b> Mon, March 24 – Sun, March 30	Reading: Chapter 15	<b>Test 4</b> Opens: Mon, March 24 at 12:01am - Thu, March 27 at 11:59pm <b>Courselink Quiz 9</b> Due: Fri, March 28 at 11:59pm
<b>Week 12:</b> Mon, March 31 – Sun, April 6	<b>Unit 07 &amp; 08:</b> Markets for Factors of Production Reading: Chapter 16	<b>Courselink Quiz 10</b> Due: Fri, April 4 at 11:59pm

### Assessment

The grade determination for this course is indicated in the following table.

**Table 1: Course Assessments**

Assessment Item	Weight
Courselink Quizzes	10%
Tests	40%
Final Exam	50%
<b>Total</b>	<b>100%</b>

### Assessment Descriptions

**Courselink Quizzes:** Quizzes can be accessed through Courselink by clicking on Tools > Tests. There are 10 graded quizzes during the semester. However, your lowest two quiz marks will be dropped. Therefore, if you complete all 10 quizzes, only 8 quizzes will count towards your final grade. You can access the quizzes through the course homepage. This also means that for unforeseen circumstances, if you missed two quizzes, it would come at no penalty.

**Tests:** There will be 4 online tests. Your grade will be determined by taking your best 3 of the 4 tests. You will be able to access the tests by clicking on the Tests link from the Tools dropdown menu. Note that the Chapters refer to the CURRENT edition of the textbook. All tests are 70 minutes. Each student gets a random selection of questions from the test bank, with three levels of difficulty. Once the test period is over, you can check to see which questions you answered incorrectly.

This course requires the use of Respondus LockDown Browser and Monitor (webcam) to proctor your tests within CourseLink. Use of Lockdown Browser with a webcam has been implemented to maintain the academic integrity of the tests. You must [download and install LockDown Browser and Monitor](#) to complete the tests and exam. Similar to a sit-down test where you must arrive prior to the start of the test, it is highly recommended that you enter the online test environment in Respondus at least 20-30 minutes before the end of the available window (if you are writing late Sunday during the grace period) to allow enough time for you to complete the Respondus Startup Sequence and ensure that you have the full 70 minutes for the test. Please be sure to review the Using Respondus Lockdown Browser and Monitor instructions by selecting **Content** on the navbar

to locate **Assessments** in the table of contents panel. If you have any questions regarding the use of Respondus Lockdown Browser and Monitor or if you encounter any technical issues during the practice test, tests or final exam, please contact CourseLink Support at [courselink@uoguelph.ca](mailto:courselink@uoguelph.ca) or 519-824-4120 ext. 56939.

**Final Exam:** The final exam will be multiple choice and will cover all the course readings. The exam is 2 hours in length. Unlike the tests, the exam time is **FIXED**.

If you are residing in a country where your local time zone would require you to start before 7am, or complete the exam after 11pm, please contact your instructor to try and find an alternative time to write. Similar to a sit-down exam where you must arrive prior to the start of the exam, it is highly recommended that you enter the online exam environment in Respondus at least 20-30 minutes before the end of the available window to allow enough time for you to complete the Respondus Startup Sequence and ensure that you have the full two hours for the exam. To accommodate students who may be located in various time zones, the exam will be available beginning at **11:30am** until **1:30pm** Eastern Time (ET). You can enter the exam at any point during this window of time but will only have 2 hours to complete it from when you start writing. For example, if you start writing the exam by **12:00pm**, you will have until **2:00pm** to complete it. After **12:30pm** ET you will no longer be able to enter the exam environment.

### **Requesting an Alternate Format without Respondus Monitor**

Alternative arrangements for students who object to the use of Respondus Monitor can discuss with the instructor. Such requests must be made at least three business days (weekdays) in advance of a scheduled assessment.

### **Alternate Format**

A. If you are able to come to the main University campus, the alternate format of the assessment will be Online via the **Quizzes** tool in CourseLink using Respondus LockDown Browser with in-person invigilation.

**Note:** You will need to bring your own computer with you that has the Respondus LockDown Browser installed on it.

B. If you are not able to come to main University campus, the alternate format of the assessment will be online via the **Quizzes** tool in CourseLink using Respondus LockDown Browser with live invigilation via MS Teams or Zoom.

**Note:** You will need your own computer that has the Respondus LockDown Browser installed on it.

### **How to succeed in this course**

I often get emails from students claiming that they have worked very hard in this course, however, their efforts aren't translating into good grades. If this is the first time you are taking a university level course, keep in mind that the assessments go above and beyond the basic knowledge. The goal is to equip you with sufficient knowledge and economic skills to succeed in upper year economics courses. **It is by no means an easy course.** Completing the required reading, watching the videos, and writing notes are only the basics. Below, I will outline a recommended recipe to succeed in this course:

1. Watch and follow the online video. As you are watching, fill out the incomplete notes.
2. It is helpful to rewrite your notes, but this time think about what you're writing. It will give you a deep understanding. The focus of this course is on understanding the materials.

3. On a weekly basis, I will be providing practice questions from the textbook with solutions. Please make sure to practice them to consolidate your understanding.
  4. (Recommended but optional) If you purchase an online version of the textbook, and it comes with MyLabs Economics, it is a great source of practice as well.
  5. The Library offers Supported Learning Group (SLG) on a weekly basis, where you can seek additional help with course materials.
  6. When you are unsure of some concepts, it is critical to seek help early by attending my office hours.
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## V. Course Technology Requirements and Technical Support

### CourseLink System Requirements

You are responsible for ensuring that your computer system meets the necessary [system requirements](#). Use the [browser check](#) tool to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

### Respondus Lockdown Browser and Monitor

This course requires the use of Respondus LockDown Browser and Monitor to proctor your tests and final exam within CourseLink. Use of Lockdown Browser and Monitor has been implemented to maintain the academic integrity of the tests and final exam.

You must [download and install LockDown Browser and Monitor](#) to complete the practice test, tests, and final exam. While writing the practice test, tests, and final exam, you must show your university issued identification card during the Respondus Startup Sequence.

Similar to a sit-down exam where you must arrive prior to the start of the exam, it is highly recommended that you enter the online exam environment in Respondus at least 20-30 minutes before the end of the available window to allow enough time for you to complete the Respondus Startup Sequence and ensure that you have the full time allotted for each of the terms tests and final exam.

Please be sure to review the Using Respondus Lockdown Browser and Monitor instructions by selecting **Content** on the navbar to locate **Assessments** in the table of contents panel.

**Important Note:** There is a mandatory practice test that you are required to take. The purpose of the practice test is to ensure that Respondus LockDown Browser and Monitor is set up properly and that you are comfortable using the software.

If you have any questions regarding the use of Respondus Lockdown Browser and Monitor or if you encounter any technical issues during the practice test, term tests, or final exam, please contact CourseLink Support at [courselink@uoguelph.ca](mailto:courselink@uoguelph.ca) or 519-824-4120 ext. 56939.

<http://www.respondus.com/lockdown/download.php?id=273932365>

### Respondus LockDown Browser and Monitor Requirements

Respondus LockDown Browser is a locked browser for taking quizzes in CourseLink. It prevents you from printing and copying; using other operating software; using search engines (e.g., going to another URL); communicating via instant messaging; and it blocks non-web-related software (e.g., Adobe PDF, Microsoft Word).

Respondus Monitor is a companion application for LockDown Browser that uses webcam and video technology to ensure academic integrity during online exams. The software captures video during the exam and allows the instructor to review the video once the exam is completed.

In order to use Respondus LockDown Browser and Monitor, your computer system must meet the following [system and software requirements](#).

If you have any questions about the system and software requirements, contact [CourseLink Support](#).  
<https://opened.uoguelph.ca/student-resources/system-and-software-requirements#Respondus-LockDown-Browser-and-Monitor>  
<https://support.opened.uoguelph.ca/contact>

### **Technical Support**

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support.

### **CourseLink Support**

University of Guelph

Day Hall, Room 211

Email: [courselink@uoguelph.ca](mailto:courselink@uoguelph.ca)

Tel: 519-824-4120 ext. 56939

Toll-Free (CAN/USA): 1-866-275-1478

### **Walk-In Hours (Eastern Time):**

Monday thru Friday: 8:30 am–4:30 pm

### **Phone/Email Hours (Eastern Time):**

Monday thru Friday: 8:30 am–8:30 pm

Saturday: 10:00 am–4:00 pm

Sunday: 12:00 pm–6:00 pm

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## **VI. Course Specific Standard Statements**

### **Acceptable Use**

The University of Guelph has an [Acceptable Use Policy](#), which you are expected to adhere to.

### **Communicating with Your Instructor**

During the course, your instructor will interact with you on various course matters on the course website using the following ways of communication:

- **Announcements:** The instructor will use **Announcements** on the Course Home page to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.

### **Netiquette Expectations**

For distance education courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:

- Posting inflammatory messages about your instructor or fellow students;
- Using obscene or offensive language online;
- Copying or presenting someone else's work as your own;
- Adapting information from the Internet without using proper citations or references;
- Buying or selling term papers or assignments;



- Posting or selling course materials to course notes websites;
- Having someone else complete your quiz or completing a quiz for/with another student;
- Stating false claims about lost quiz answers or other assignment submissions;
- Threatening or harassing a student or instructor online;
- Discriminating against fellow students, instructors, and/or TAs;
- Using the course website to promote profit-driven products or services;
- Attempting to compromise the security or functionality of the learning management system;
- Sharing your username and password; and
- Recording lectures without the permission of the instructor.

### **Late Policy**

There are no make-up quizzes or tests. If you miss 1 test, there will be no penalties levied. However, in the event of missing one test, I will not be able to drop your lowest scoring test. If you miss 2 tests, one test will be dropped and the weight of 1 test will be shifted to the final exam. If you miss 3 tests, you may consider retaking this course at another time.

For quizzes, you can miss up to 2 quizzes without penalty. Missing more than 2 quizzes will merit zero on the quizzes.

### **Rights and Responsibilities When Learning Online**

For Distance Education (DE) courses, the course website is considered the classroom and the same protections, expectations, guidelines, and regulations used in face-to-face settings apply, plus other policies and considerations that come into play specifically because these courses are online.

For more information on your rights and responsibilities when learning in the online environment, visit [Rights and Responsibilities](#).

## **VII. Program Specific Standard Statements**

### **Equity, Diversity, and Inclusion Statement**

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding. As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviors.

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## VIII. University Standard Statements

### **University of Guelph: Undergraduate Policies**

As a student of the University of Guelph, it is important for you to understand your rights and responsibilities and the academic rules and regulations that you must abide by.

If you are a registered **University of Guelph Degree Student**, consult the [Undergraduate Calendar](#) for the rules, regulations, curricula, programs and fees for current and previous academic years.

If you are an **Open Learning Program Student**, consult the [Open Learning Program Calendar](#) for information about University of Guelph administrative policies, procedures and services.

### **Email Communication**

As per university regulations, all students are required to check their uoguelph.ca e-mail account regularly: e-mail is the official route of communication between the University and its students.

### **When You Cannot Meet Course Requirements**

When you find yourself unable to meet an in-course requirement due to illness or compassionate reasons, please advise your course instructor **in writing**, with your name, ID number and email contact.

### **University of Guelph Degree Students**

Consult the [Undergraduate Calendar](#) for information on regulations and procedures for Academic Consideration.

### **Open Learning Program Students**

Please refer to the [Open Learning Program Calendar](#) for information on regulations and procedures for requesting Academic Consideration.

### **Drop Date**

#### **University of Guelph Degree Students**

Students will have until the last day of classes to drop courses without academic penalty. The drop date is Friday, April 4, 2025. [Review the Undergraduate Calendar for regulations and procedures for Dropping Courses.](#)

#### **Open Learning Program Students**

Please refer to the [Open Learning Program Calendar](#).

### **Copies of Assignments**

Keep paper and/or other reliable back-up copies of all assignments; you may be asked to resubmit work at any time.

### **Accessibility**

#### **University of Guelph Degree Students**

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student. When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to

substantiate the existence of a disability is required; however, interim accommodations may be possible while that process is underway.

Accommodation is available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to make a booking at least 14 days in advance, and no later than November 1 (fall), March 1 (winter) or July 1 (summer). Similarly, new or changed accommodations for online quizzes, tests and exams must be approved at least a week ahead of time.

For more information, contact Accessibility Services at 519-824-4120 ext. 56208, [email Accessibility Services](mailto:accessibility@uoguelph.ca) or visit the [Accessibility Services website](#).

### **Open Learning Program Students**

If you are an Open Learning program student who requires academic accommodation, please [contact the Open Learning program Counsellor](#). Please ensure that you contact us before the end of the first week of your course (every semester) in order to avoid any delays in support.

Documentation from a health professional is required for all academic accommodations. Please note that all information provided will be held in confidence.

If you require textbooks produced in an alternate format (e.g., DAISY, Braille, large print or eText), please [contact the Open Learning program Counsellor](#) at least two months prior to the course start date. If contact is not made within the suggested time frame, support may be delayed. It is recommended that you refer to the course outline before beginning your course in order to determine the required readings.

The provision of academic accommodation is a shared responsibility between OpenEd and the student requesting accommodation. It is recognized that academic accommodations are intended to “level the playing field” for students with disabilities.

[counsellor@OpenEd.uoguelph.ca](mailto:counsellor@OpenEd.uoguelph.ca)

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The [Academic Misconduct Policy](#) is detailed in the Undergraduate Calendar.

## **Copyright Notice**

Content within this course is copyright protected. Third party copyrighted materials (such as book chapters and articles) have either been licensed for use in this course, or have been copied under an exception or limitation in Canadian Copyright law.

The fair dealing exemption in Canada's Copyright Act permits students to reproduce short excerpts from copyright-protected materials for purposes such as research, education, private study, criticism and review, with proper attribution. Any other copying, communicating, or distribution of any content provided in this course, except as permitted by law, may be an infringement of copyright if done without proper license or the consent of the copyright owner. Examples of infringing uses of copyrighted works would include uploading materials to a commercial third-party web site, or making paper or electronic reproductions of all, or a substantial part, of works such as textbooks for commercial purposes. Students who upload to CourseLink copyrighted materials such as book chapters, journal articles, or materials taken from the Internet, must ensure that they comply with Canadian Copyright law or with the terms of the University's electronic resource licenses. For more information about students' rights and obligations with respect to copyrighted works, review [Fair Dealing Guidance for Students](#).

## **Plagiarism Detection Software**

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

## **Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

## **Illness**

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g., final exam or major assignment).