

**Summative Evaluation Versus Formative Evaluation
What's Best For The Confucius Heritage Culture Learners (CHC):
A Case On Marketing Units**

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ABSTRACT

Assessment form part of the process in learning; and having students from a diverse background has made assessment one of the challenging tasks. Assessment, as a way to find out and make judgments about what students have learned, is an important element of teaching and learning. Since assessment is directly related to their learning, one way of making them see things differently is through assessment.

Students with different learning styles may response differently to the way we assessed them. Most of the study on the CHC learners characteristics showed that they are considered to be high achiever, hard working, quiet and obviously they are rote learners, which lead them to be the surface learners. In most of the Marketing Units, the assessment is more towards the higher order learning skills, which includes criticizing and analyzing issues.

This study looks at the Strategic Marketing and Marketing Communication Units offered at Curtin Sarawak Business School. The two units used different assessment that is Summative and Formative Evaluation, which was taken by the same groups of students.

The study looks at these two assessments in terms of its contribution to students learning, the effectiveness and also the impact on students' attitudes.

Keywords: CHC Learners, Formative Evaluation, and Summative Evaluation