



Western Marketing Association

EXAMS

101

your complete guide to
crushing it this exam
season!

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Exec's Corner

Meet our WMA Connects team
+ their favourite study snack!



Alyssa Mair Co-VP Connects

Fav campus meal/snack:

Egg, sausage and cheese with herb and garlic cream cheese on an everything bagel at the spoke



Leah DeFrancesco Co-VP Connects

Fav campus meal/snack:

Oatmeal Raisin Cookie from Subway



Arad Padiav Director of Connects

Fav campus meal/snack:

Nacho fries at The Spoke



Lalig Tahtadjian Director of Connects

Fav campus meal/snack:

Spoke BLT on plain bagel with an iced chai latte



Tyler Tabesh Director of Connects

Fav campus meal/snack:

Iced coffee at the spoke



Celina Jafree Director of Connects

Fav campus meal/snack:

Asiago sourdough bagel with spinach and feta cream cheese at the Spoke

Study Environment

01

Throw your phone FAR out of sight! You may think you can study with it next to you, but you most likely WILL get distracted.

02

The hardest part of studying is starting! Try to sit down and focus for a short amount of time (20 mins) first to get yourself back into the study mindset.

03

Make sure your study spot is clean and has everything you need to study ready at your desk so that you can dial in on your work.

04

Improve your home workspace and don't be afraid to make long-term investments (i.e. a good monitor).

05

Try to have designated study spaces to avoid associating your relaxation spaces with studying. It's a great way to help prime your brain to go to study-mode.

Study Environment *contd.*

06

If you get tired from studying in the same location, switch up your study environments to keep your learning interesting!

07

Have an in-person or online study session with friends to keep yourself accountable. You will feel more inclined to focus since all your friends are studying too!

08

Try to find a spot that will complement your study style! If you prefer to study alone, find a secluded spot. If you prefer to study in groups, find a spot that allows conversations!

09

If you work better with other people but don't have friends available to call, check out the YouTube channel Kharma Medic which has lots of "study-with-me" videos.

10

Explore campus! There are so many amazing study spots on campus besides Weldon. We recommend checking out the International Graduate and Affairs building, Thames Hall, the SSC Reading Room, the Ivey Library, the Entrepreneurship building, or the Law Library. See page 10 for more study spaces!

Study Habits

01

Time block your days in your calendar so you can plan exactly what you're doing at any given time to stay on track!

02

Start each month by jotting down all important dates in your calendar!

03

Try to complete readings before lectures! Lectures usually just give a brief summary of complicated theories presented in the textbook.

04

Maintain a good sleep schedule! Being well rested will help you be so much more productive and retain the information better.

05

Break down tasks into smaller goals and make a checklist! It's super satisfying to check them all off one by one and you feel more productive + motivated when you're able to cross off a bunch of small tasks.

Study Habits *contd.*

06

Make sure to take longer breaks between hard study sessions to stay productive and not burn out. We recommend productive breaks like taking a walk, chatting with friends, playing a sport, going to the gym or listening to music.

07

Do your homework as soon as possible after a lecture. Your brain will be primed to tackle the same style of problems you saw in lecture that's in the homework.

08

Determine when you work best (morning vs. night, etc) and tailor your study schedule to align your peak brain functioning to when you need to work hardest.

09

Plan your schedule according to weight, difficulty and deadline. This helps you prioritize according to the subjects you will need to spend more time studying and the importance of each assessment.

Study Techniques

STUDY FORMAT

Create a study format that allows you to visit the material multiple times. The more contact you have with the material, the better the retention of information is! Start by just reading through the textbook and taking notes. Then, read through your notes and say them out aloud. Finally, quiz yourself on the material.

TEXTBOOK READINGS

If you have to do long textbook readings, go to the end of the chapter first and see what topics/questions are outlined. This will give you a better idea of what the most important concepts are as you skim through the chapter reading.

PLANNING

Use calendar apps like Google Calendar to plan out what topics you are going to study as well as when you will take breaks. This ensures that you have ample time to review all the course material while still being able to take short breaks to keep your mind fresh!

Study Techniques

contd.

STUDY GROUPS

Create a study group and quiz each other! Verbalizing what you have learned helps you better retain information. Plus, in quizzing each other, you can also see what areas you struggle with and need to review.

PHONES

Turn off all notifications on your phone or put your phone in "do not disturb" mode to avoid getting distracted as you study. We also recommend using study apps that help keep your phone off and reward you for studying for long periods. These apps include Flora, Forest, Flocus, Study Bunny, Focumon, and Bakery Study Timer.

MIND MAPPING

Mind mapping is a visual study technique that helps you organize and connect ideas. Start with a central topic and branch out with related concepts, keywords, and examples. Use colors, images, and different fonts to make your mind map visually appealing and engaging. This technique can be particularly helpful for understanding complex topics and seeing the relationships between different concepts.

Study Techniques

contd.

QUESTION BANK

Throughout the course, keep track of any difficult questions or ones you answered incorrectly. When prepping for the final exam, you will have a great bank of questions to test yourself with!

ACTIVE RECALL

Active recall is a study technique where you actively try to retrieve information from memory rather than passively rereading it. This can be done in various ways, such as summarizing information from memory, teaching the concepts to someone else, or testing yourself with practice questions. Active recall forces your brain to work harder, strengthening memory and improving retention.

FLASHCARDS

Flashcards are a fantastic tool for memorizing key terms, definitions, formulas, or any other information that requires rote learning. Write the term or question on one side of the card and the definition or answer on the other. Use the flashcards to quiz yourself, repeating the process until you can recall the information accurately. USE TOOLS LIKE QUIZLET ONLINE OR ANKI!

Exam Preparation Resources

PREP101

Prep 101 offers many prep courses for a variety of first year courses like CALC 1000, MATH 1228, MATH 1229, STATS 1024 and PSYCH 1000. They provide course booklets, solution packages and expert instructors to teach you the big concepts of the course and how to answer a variety of test questions. Many of their courses are FREE for midterm prep so be sure to check them out!

FROSH DROPBOX

The Frosh Dropbox is a Google Drive folder FILLED with great study materials for common first year courses. This includes courses like BUS1220, ECON1021/1022, PSYCH1000, CALC1000, CALC1500 and more! You can find anything from summary sheets, chapter notes, practice questions and exam banks. Contact your soph to get access to the Frosh Dropbox!

STUDOCU

StuDocu is a platform where students can share their study material with other students around the world. You can apply the University and course filters to find resources related to your courses. Resources can include cheat sheets, lecture notes, summary, practice exams and more!

QUIZLET

Quizlet is a versatile online learning tool that allows you to create and use flashcards, practice quizzes, and other interactive study activities for any subject. You can create your own study sets or choose from millions of pre-made sets created by other users. Quizlet offers various study modes, including flashcards, learn, write, spell, and test, to help you learn and retain information in different ways.

Preparing for Online Exams

01

Printer nearby: It's always good to have a printer ready in case you need to print out any last-minute documents or resources.

02

Hardwired internet: A wired connection is generally more stable than WiFi, reducing the risk of disconnection during the exam.

03

Backup plans (connecting to hotspot if WiFi cuts out): Have a backup internet source ready, such as a mobile hotspot, in case your primary connection fails.

04

Inform your housemates/roommates that you're writing an exam: Let those around you know to avoid interruptions and minimize noise during your exam.

05

Have your student card ready: You may need to have your student ID available for verification purposes.

Preparing for Online Exams *contd.*

06

Full battery laptop or plugged in: Ensure your laptop has sufficient power to last the entire exam duration.

07

Lots of desk space: A clear and organized workspace can help you focus and avoid distractions.

08

Studying in the same environment where you write your exam: This can help you feel more comfortable and reduce anxiety during the actual exam.

09

Mental preparation (Keep your head clear and energized before starting. Calm any pre-test nerves by going on a walk or calling a friend.): Being mentally prepared is crucial for optimal performance. Take steps to relax and reduce stress before the exam.

Study Spaces

DORM ROOM

- Convenience: It's your own space, accessible 24/7.
- Familiarity: You're comfortable and relaxed in your own environment.
- Control: You can personalize the space to your liking (lighting, temperature, music).

How to make it effective:

- Designated study zone: Create a clear separation between your study area and relaxation area (even if it's just a corner of your desk).
- Minimize distractions: Put your phone away and let your roommates know you need quiet time.
- Optimize your setup: Good lighting, a comfortable chair, and essential supplies within reach.

RESIDENCE STUDY ROOMS

- Quiet and dedicated space: Designed for focused study with minimal distractions.
- Collaboration opportunities: Good for group study sessions.
- Resources: May have whiteboards, projectors, or other helpful tools.

How to make it effective:

- Book in advance: These rooms can be in high demand, especially during peak study times.
- Set clear goals: Have a plan for what you want to accomplish during your study session.
- Utilize the resources: Make use of any available tools or technology (TV's)

Study Spaces

contd.

WELDON LIBRARY

- Vast resources: Access to books, journals, databases, and study spaces.
- Quiet atmosphere: Encourages focus and concentration.
- Variety of spaces: Offers different zones for individual and group study.

How to make it effective:

- Explore different floors/areas: Find the environment that best suits your needs.
- Take advantage of resources: Librarians, workshops, and online tools are available.
- Plan your visits: Consider peak hours and book study rooms in advance if needed.

COFFEE SHOPS

- Ambient noise: Can be stimulating for some.
- Change of scenery: A refreshing break from usual study spaces.
- Refreshments: Easy access to coffee and snacks.
- Recommendations: Black Walnut Cafe, Einstein's Cafe, The Alley, Reset Social Cafe, Rebel Remedy

How to make it effective:

- Choose wisely: Find a coffee shop with a good balance of noise and space.
- Go off-peak: Avoid crowded times when it's harder to concentrate.
- Limit distractions: Be mindful of your phone and social media.

Keys to Study Effectively in a Group

Define Goals & Roles:

Start by deciding what you want to achieve as a group. Are you focusing on a specific chapter, reviewing for a midterm, or practicing problem-solving? Assign roles if necessary (note-taker, timekeeper, etc.) to stay organized.

Choose the Right Group:

Not all study groups are created equal! Find a group with members who are motivated, prepared, and have a similar learning style to yours. A mix of strengths can be helpful, but avoid groups where people are likely to distract each other.

Active Learning Activities:

Don't just passively read notes together. Engage in active learning:

- Teach Each Other: Explain concepts to one another. Teaching is a powerful way to solidify your own understanding.
- Quiz Each Other: Create practice questions or use existing ones to test each other's knowledge.
- Solve Problems Collaboratively: Work through problems or case studies together, discussing different approaches and solutions.

Keys to Study Effectively in a Group *contd.*



Structured Environment:

- Set a Time Limit: This helps you stay focused and avoid getting sidetracked.
- Choose a Suitable Location: Find a quiet place with minimal distractions where everyone can comfortably participate.

Respectful Communication:

- Active Listening: Pay attention when others are speaking and contribute constructively to the discussion.
- Be Open to Different Perspectives: Everyone has unique insights, so be willing to learn from each other.

Combine Individual and Group Study:

Don't rely solely on group study. Make sure you also dedicate time for individual review and reflection to solidify your understanding.



On-Campus Resources

WRITING SUPPORT CENTRE

Check out this resource for free one-on-one writing support sessions, writing seminars and drop-in services! If you need advice on one of your essays, book a free appointment with a writing advisor on Western Connect!

ACCESSIBLE EDUCATION

Accessible Education provides support and services to students with disabilities. They're located on the 4th floor of the Western Student Services Building (WSSB) between UCC and Weldon Library.

MATH-PHYSICS ACCELERATOR HELP CENTER

This free drop-in center is an excellent resource if you're struggling with any math/physics courses. They can even help you out when writing a quiz or assignment! It is located in PAB 48/49 and PAB 26.

ACADEMIC COUNSELLING

If you have any questions regarding your course selection or classes in general, visit SSC 2105 from Monday to Thursday from 10AM-12PM & 1PM-4PM or Fridays from 10:45AM-12PM & 1PM-4PM.

CAREER PEER ADVISING

Visit Career Peer Advising drop-in hours every Monday to Friday from 10:30AM-12:30PM and 1:30PM-3:30PM in UCC 210 for career advice such as help with resumes, cover letters, CVs, LinkedIn profiles and even interview prep!

WMA CONNECTS ACADEMIC RESOURCES

Check out our Frosh dropbox with study guides and notes for a variety of classes and more academic/wellness resources!

Editor's Note

We hope exams go well!

We understand that university exams can be quite stressful, but don't worry, we've all been through it too! WMA Mentors are prepared and eager to help you get through exam season. WMA looks forward to providing you with all the resources and mentorship needed for a successful first year at uni, and we're here for you every step of the way. Always feel free to reach out to your mentor whenever you need help, or if you just want to talk to us! We wish you the best of luck on your exams.

- WMA Mentorship Team 2025/2026

