



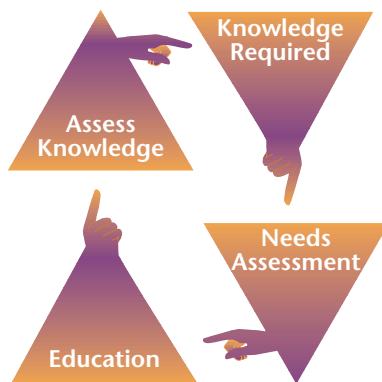
Questionmark

Question Mark™ Perception™ for Windows™

The world's most advanced assessment software!

Offers:

- Easy-to-use assessment authoring software
- Multiple question banks for random assessments
- Interactive delivery on Windows PCs using LANs and CDs
- Instant feedback to participants
- Adaptive branching based on how questions are answered
- Online reporting of assessment results and question analysis
- Merge answers with Perception for Web
- Storage of answers, scores, and results in an encrypted database
- A spell checker
- ...And much, much more!

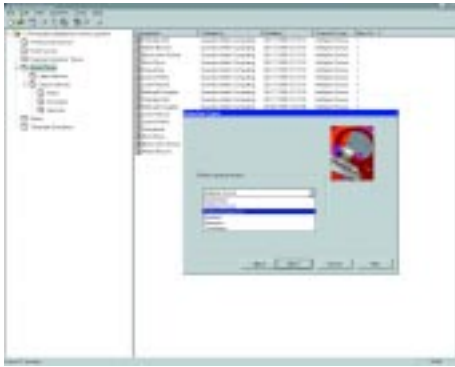


Perception for Windows helps you create and deliver tests, quizzes and surveys on Windows PCs. You don't have to be a programmer! You can author questions using templates in a Windows 95/98/NT/2000 environment, then store them within an encrypted database. Candidates and respondents can log in, with their name if desired, to take a test or respond to a survey. The questions are delivered, in order or randomly, using Perception's runtime module called presenter.exe.

You can create item banks, randomize and shuffle questions to individualize assessments, and quickly select templates to specify the look and feel you require.

Creating Questions

Perception's Question Manager gives you tools for writing questions. Use the wizards to create explanatory pages, multiple choice, multiple response, open ended/text response, numeric, hot spot, drag and drop, and selection questions. You have complete freedom when designing your questions. You can add graphics to illustrate questions with maps, graphics, logos and diagrams.



Question Types

Question Mark Perception's authoring tool allows you to create and design questions in a number of different formats called question types. All questions can include question-specific graphics and styles. Background "wallpaper" can be used to promote a certain look and feel for your questions.

The following question types are available:

Multiple choice: The participant selects one choice from up to 40 possible answers. There is no limit to the length of each answer.

Multiple response: Similar to multiple choice except the participant is not limited to choosing one response; he/she can select none, one or more of the choices offered.

Fill-in-the-blank: The participant is presented with a statement where one or more words are missing and completes the missing words. The score can be determined from checking each blank against a list of acceptable words and can be checked for misspelled words.

Essay question: The participant answers by typing up to 30,000 characters of text. The grading logic can allow scoring based on the presence or absence of keywords or key phrases. You may print out a report of the responses for manual grading. This question type is also used to solicit opinions or suggestions on a particular subject.

Word response: The participant types in a single word or a few words to answer the question. You define right or wrong words or phrases in advance by entering a list of acceptable answers. The grading logic can also allow scoring based on the presence or absence of keywords or key phrases, and can check for misspelled words.

Numeric questions: A participant is prompted to enter a numeric value and this may be scored as one value for an exact answer and another score if the response is within a range.

Matching/Ranking (selection question): A series of statements are presented, and the participant can select from a number of items and answers. You can use this question type for designing matching questions, ranking questions or to present a series of yes/no, true/false or other simple multiple choice questions on the same screen.

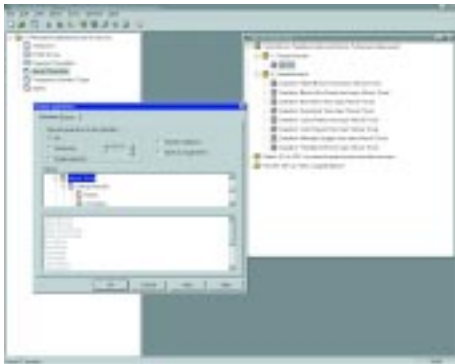
Hot Spot: A participant clicks on a picture to indicate their choice. Depending on their choice certain feedback and grades will be assigned. A graphics editor is provided to simplify specifying the choice areas.

Drag and drop: A participant drags up to ten images into position, over another image to indicate their choice. The feedback and scores are dependant upon the final position of the dragged images.

Matrix: This question type presents several multiple choice questions together where the participant selects one choice for each statement or question presented. This question type is used to cross relate responses from a single item.

Explanation screens: Insert text or graphics for the participant to view prior to answering a series of questions.

Session Manager enables you to create multiple question banks from which to create tests, exams, quizzes, and questionnaires. You can organize questions into topics and sub-topics, shuffle questions and answers for each participant. It is easy to grab questions from multiple item banks. You can also preview sessions to see how they will appear post-deployment. After you have assembled your questions into your assessment you simply publish to a CD or network drive for participants to use.



Delivering Questions

Participants run a Windows program, presenter.exe, enter their name and a password if required, and answer the questions. If you have so configured the assessment, a candidate can receive instant feedback. Perception automatically scores, tabulates, and stores the answers in a secure database.

Interactive Feedback

You can use Perception for Windows to provide instant feedback and responses to the user:

- Tell the user the score, some feedback (e.g. “you have passed” or “you have failed”) and information on which answers were right or wrong.
- Arrange jumps or links to other tests or tutorial information.

Analyzing Answers

When a participant finishes answering the questions, the answers are written to an encrypted database. You can then merge these results with Perception for Web’s database or use the standalone Windows Reporting software provided with Perception for Windows.

Perception for Windows Reporter

Perception for Windows Reporter offers five styles of report to help you:

Participant Report: Sometimes known as a coaching report, this report allows you to select a participant and an assessment, and then see detailed information on the single assessment, including the answers and scores for each question.

Question Statistics Report: Select a session and see an analysis of scores and outcomes to these questions, including calculating the difficulty and correlation of questions.

Session Overview Report: See how many people have taken each session and see some statistics including the average scores.

Survey Report: See an analysis of answers to questions, typically a frequency analysis for multiple choice and similar questions, and a listing of answers for text questions.

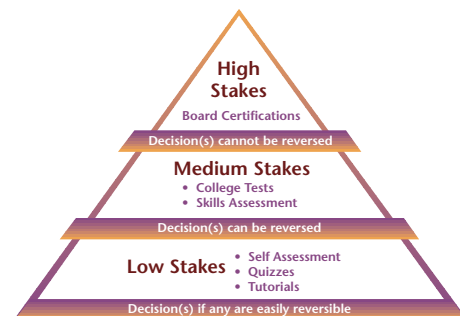
List Reports: With this report you can see a list of who has taken which session in score order or see other lists of information about each attempt at a session.

Typical Applications

If you need to ask questions using your LAN or delivering a CD, and you want to give respondents quick feedback, Perception for Windows is the answer for you. Perception for Windows is used for competency testing, product knowledge exams, and employee recruitment. You can run surveys and questionnaires to learn about employee attitudes and to gauge customer satisfaction. The software is used in education for delivering exams and quizzes to students, for study aids, diagnostic tests, and course evaluations.

Business trainers use it to find out what kind of training staff need, to determine staff members’ readiness for certain courses, to create self-administered teaching materials, or to administer practice tests.

Applications include: Pre-course skills assessment, University/College tests, Trade School/Organization certifications, study guides, and publishing pre-configured tests.

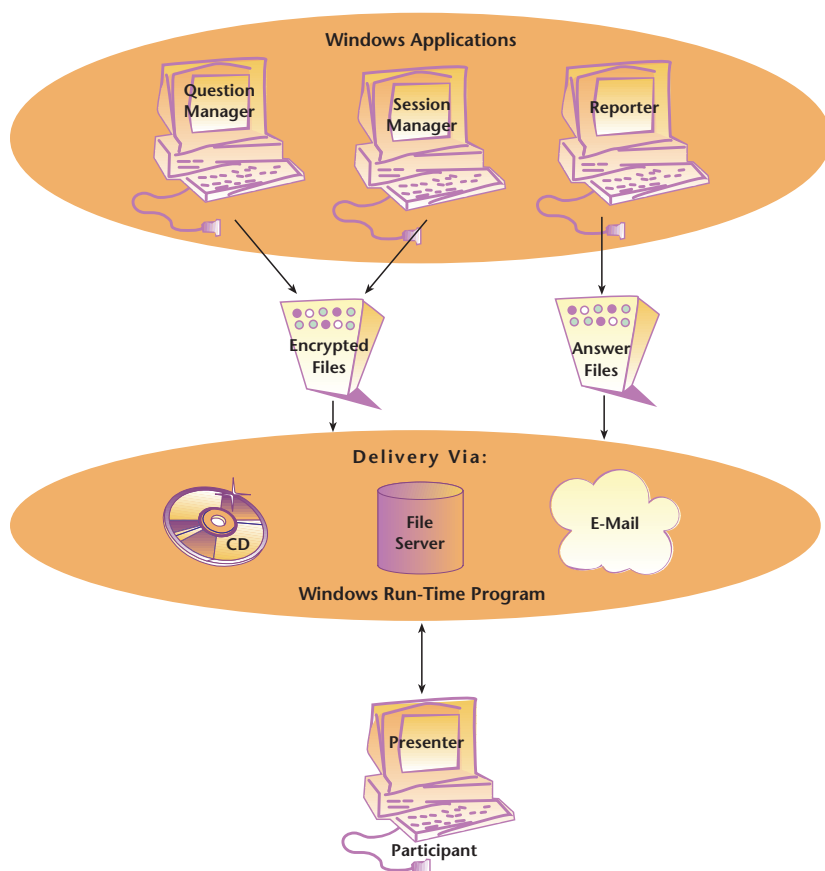
A screenshot of the Perception for Windows Reporter software interface. It shows a table with columns for 'Session ID', 'Session Name', 'Session Type', 'Session Status', 'Session Start Date', 'Session End Date', 'Session Duration', 'Session Score', 'Session Attempts', 'Session Questions', 'Session Answers', 'Session Comments'. The table contains several rows of data representing different sessions.

Some of our users have been kind enough to share their experiences, and you can learn more about this from the Case Study section of our web site.

Security

Perception's highly secure presenter.exe run-time module makes it suitable for all types of assessments, from low stakes quizzes and tutorials to high stakes exams such as board certifications. You can also:

- Require a password to be entered by a proctor
- Block unauthorized access using Windows permissions
- Block unauthorized people from seeing results



System Requirements

To run Perception for Windows on your PC for authoring you will need the following:

- Pentium or better Workstation PC with at least 16 Mb of RAM
- Windows 95/98 or Windows NT 4.0/2000 operating system
- Internet Explorer dlls and ODBC installed (most PCs have these installed)

To run Presenter.exe for people to answer questions you will need:

- Pentium or better Workstation PC with at least 16 Mb of RAM
- Windows 95/98 or Windows NT 4.0/2000 operating system
- Internet Explorer dlls and ODBC installed (most PCs have these installed)

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