



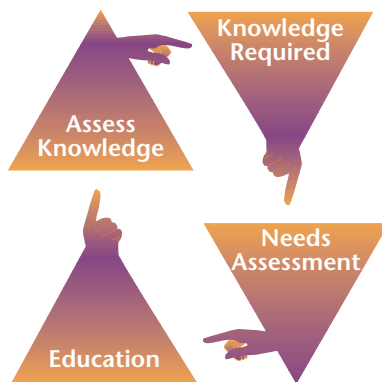
Questionmark

Question Mark™ Perception™

The world's most advanced assessment software!

Offers:

- An easy-to use assessment authoring facility
 - Multiple question banks for random assessments
 - Interactive delivery on Intranets and the Internet
 - Instant feedback to participants
 - Adaptive branching based on how questions are answered
 - Online viewing of assessment results and question analysis
 - Export of answers for customized reporting
 - Storage of answers, scores, and results in MS Access or SQL (Microsoft or Oracle) databases
 - A spell checker
 - Optional secure delivery via Perception Secure Browser
- ... And much, much more!



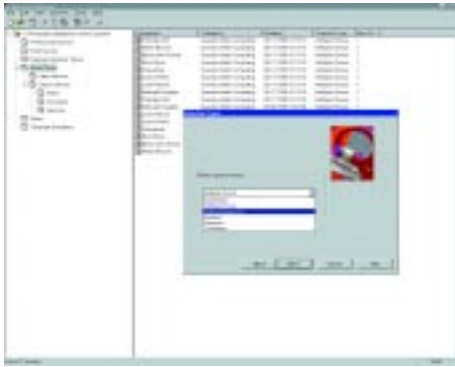
With Question Mark Perception, you can create and deliver tests, quizzes, and surveys on Intranets or the Internet. You can author questions using templates in a Windows 95/NT environment, then store them on a Web server — without having to be a programmer! Candidates and respondents can log in, with a user name and password if desired, to take a test or respond to a survey. The questions are delivered, in order or randomly, with standard Internet browsers or the optional Perception Secure Browser for high stakes tests. The Web module provides feedback and scoring.

Web-based questions are easier to write than ever. Web delivery is immediate. You can create item banks, bookmark uncompleted tests or surveys, randomize and shuffle questions to individualize tests, and quickly modify the HTML to create better-looking questions. Perception's powerful reporting capabilities help you analyze needs assessments, set cut scores, and evaluate the performance of individuals or groups.

Creating questions:

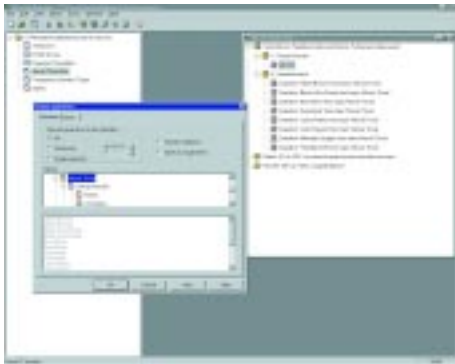
Perception's Question Manager is easy to use. You do not need to know HTML.

Perception's authoring wizard helps you create and design questions of many different types. Use style templates to give a certain look and feel to your assessments. You can illustrate questions with maps, pictures, logos, diagrams, and any other graphics you choose. Question Manager includes a spell checker and a facility for importing questions from ASCII text. You can copy and paste content from one question into another. And if you like, you can create your own Java question types.



Question Types:

- **Multiple choice:** One choice from up to 40 possible answers.
- **Multiple response:** Similar to multiple choice except participants select none, one, or more of the choices offered.
- **Hot spot:** One or more “hot” areas on the screen have a specific score and/or textual feedback attached.
- **Fill in the blank:** Supply missing word(s) in a statement.
- **Essay questions:** Type up to 3,000 characters of text.
- **Numeric questions:** Enter a numeric value, scored as one value for an exact answer and another for responses within a range.
- **Selection questions:** Select from a number of items and answers on a pull-down list.
- **Matrix questions:** Use a matrix of radio buttons for questions and answers.
- **Explanation screens:** Participants view text or graphics before answering a series of questions.



Assembling tests, quizzes, and questionnaires

Perception’s Session Manager enables you to easily create multiple question banks from which to assemble tests and surveys.

You can:

- Organize questions into topics and sub-topics and shuffle questions and answers for each participant
- Select questions from multiple item banks
- Preview sessions to see how they will appear post-deployment

Features include:

- Optional starting dialog
- Customizable HTML
- On screen clock
- Publishing to Access database format or ODBC (MSSQL Server or Oracle)
- Easy to use authoring wizards
- Timed tests
- Auto submission
- Multimedia wizard



Delivering questions:

The Perception Server automatically deploys your test or survey across the Internet or an Intranet.

Participants answer the questions and, if desired, can receive instant feedback.

Perception Server automatically scores, tabulates, and stores the answers in a secure database.

Features include bulletproof sessions that allow you to restart after a power failure or other mishap, and nested templates that make it possible for functions in one template file to be called from another.

Question by question delivery means participants can flag a difficult question to return to later.

Perception Secure Browser, an optional add-on, provides top security delivery for high stakes assessments.

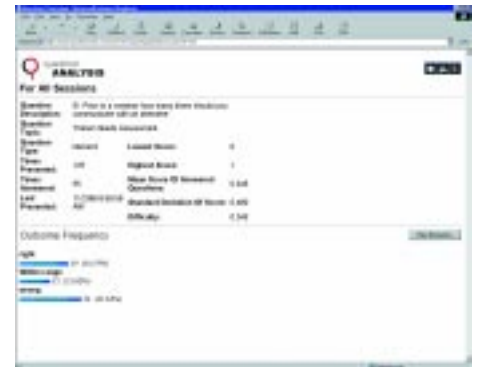
Interactive feedback:

You can use QM Perception to provide instant feedback and responses:

- Tell participants their score, together with some feedback (e.g. You have passed, or You have failed), and information about which answers were right or wrong
- Arrange jumps or links to other tests or tutorial information
- Show survey or opinion poll respondents an analysis of all answers so far, with the percentage of people choosing each answer
- Show test respondents a list of scores for all people who have taken the test

Analyzing answers:

When a user finishes an assessment, the answers are passed to QM Perception's server and immediately processed. You can store all answers in QM Perception and report directly from the database held on the Web site. You can use on-the-fly filtering to view information selectively. Administrative users can be assigned profiles to allow them to see profiles for their group or all groups. Those users with the appropriate privileges can create, edit, and delete report formats. Five built-in report formats are available providing information about individual participants, question statistics, session overviews, survey reports and list reports.

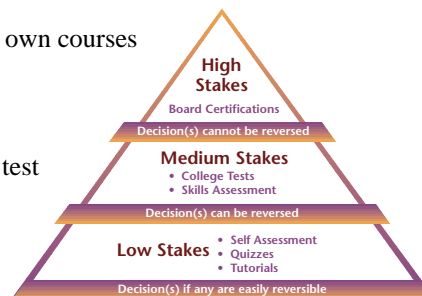


Security:

Perception has a highly secure HTML/ISAPI server module suitable for low and medium stakes assessments. All results are stored securely and may only be accessed selectively.

You can:

- Give individual instructors full control over their own courses
- Require passwords
- Set up rosters and available time windows
- Restrict the number of times someone can take a test
- Authenticate participants using Windows NT
- Block unauthorized persons from seeing answers



The Perception Secure Browser (PSB) is an optional add-on offering extra security for high value content. PSB is similar to any other browser except that all the menus, icons, control keys and the "right-click" options have been removed.

Typical applications:

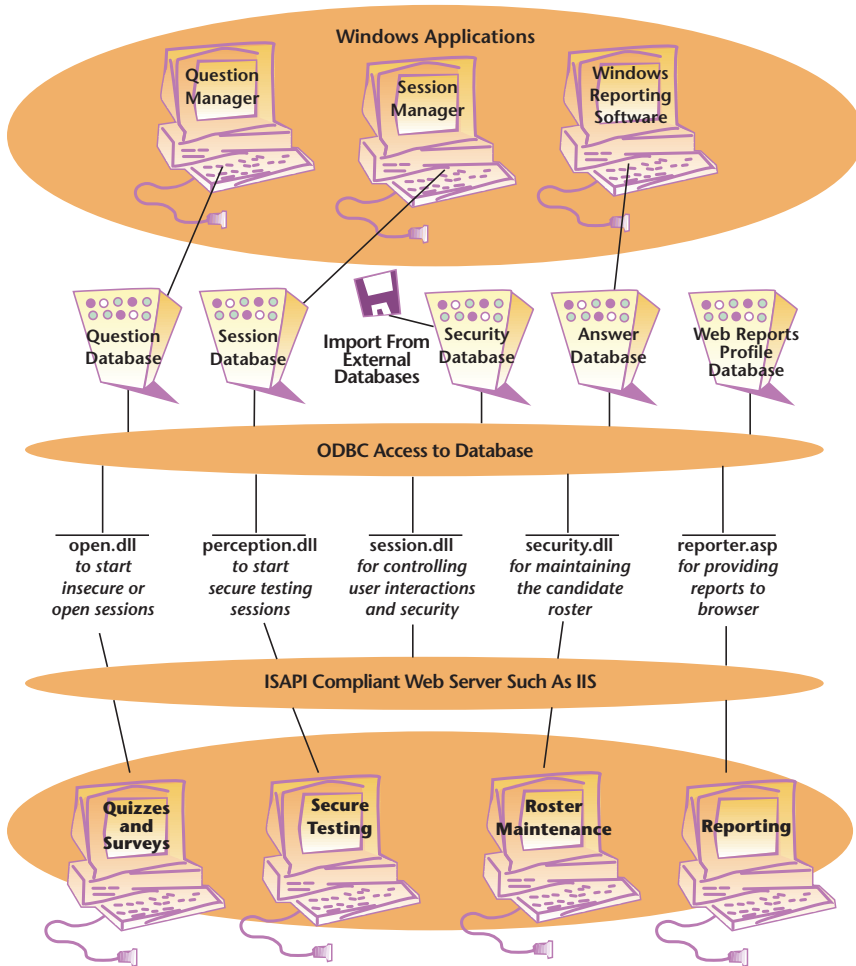
If you need to assess people from a distance, and you want to give them quick feedback, QM Perception is the answer for you.

Applications include:

- Training needs assessments
- Customer satisfaction questionnaires
- Study aids
- Skills assessments
- Attitude surveys
- Tutorials
- Certifications
- Competency testing
- Employee recruitment
- Diagnostic tests
- Product knowledge exams
- Academic exams and quizzes
- Course evaluations



System Requirements:



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

- 486 or better Workstation PC with at least 16 Mb of RAM
- Windows 95/98 or Windows NT 4.0/5.0 operating system

To run Perception Server on your Web server you will need the following:

- Pentium or better Web Server PC with at least 32 Mb of RAM
- Windows 95/98 or Windows NT 4.0/5.0 operating system
- An ISAPI or NT compliant Web server (e.g. Microsoft IIS 3.x, 4.0 or PWS 4.0, Netscape, Lotus Domino) and an Active Server Pages Server (e.g. Microsoft ASP)
- Intranet or Internet connection

Your test/survey participants, and security administrator, will need the following:

- A browser with an Intranet/Internet connection to the Web server
- An HTML forms compliant and cookie capable browser

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Corporate Offices:



Questionmark

The world's most advanced assessment software!

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