

WHY CHOOSE QUESTION MARK™?

- Quality Design
by Educators
 - Easy
Networkability
- Text Scrolling
for Longer
Questions
- Flexible Marking
and Scoring
 - Advanced
Adaptive Testing
 - Extensive
On-line Help
- Customized
Reporting
- Item Banking
 - Affordable
One-time
License Fee
- Free Technical
Support
800-863-3950

What is Question Mark™?

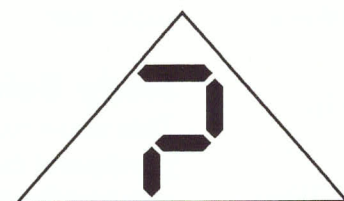
Question Mark™ is the answer for computerized surveying and testing.

Each package comes with software on 3.5" floppy disks and a User Manual that clearly describes how to use the *Authoring*, *Delivery* and *Marking & Analyzing* systems.

- *Authoring Software* is used to create surveys, tests, study guides and questionnaires.

- *Delivery Software* is used by the person answering the questions.

- *Marking & Analyzing Software* is used to mark and examine the results in detail.



Question Mark

•S•O•F•T•W•A•R•E•

Surveying and testing

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Solutions

Very often teachers and trainers, who aren't computer experts, find that Question Mark™ is the first software they can use successfully – partly because it is easy to use – and partly because it actually does something useful and productive for them. You will find it is rewarding to create an excellent assessment tool which is exciting for your test/survey participants as well. Here are some specific cases in point:

"Because of our complex statistical reporting needs, Presence worked closely with us to design a special automated export utility specific to our needs. They were truly responsive and expert with the solution offered."

**Adam
Bronstein,
Computer
Consultant**

Employee Testing

One major bank uses Question Mark™ to test trainees at the end of a distance learning course. It is remotely administered to thousands of bank employees around the country from a central training site. The test used to be given on paper with the marking done by the branch manager, wasting a great deal of valuable time. In addition to saving time, this bank found that Question Mark™ gave a more uniform standard of marking than manual grading of the paper test.

Study Guides

This university language department purchased the standard software and some of the foreign language versions of the testing software, and created exercises in various languages. The tests are used as study guides for students initially, then randomized for formal assessment purposes. The department finds that Question Mark™ is easy for their professors to use in creating material, and effective in helping reinforce their teaching.

Employee Training

This electrical utility's application arose from concern regarding a partic-

ular machine in power stations which could cause an explosion if not operated safely. They wanted to regularly test all operators of the machines on safety procedures. A Question Mark™ test was designed and implemented at several power stations and proved very successful. They now use this test for each of their training centers and are considering adding sound to test people on different kinds of alarms.

Medical Training

One university professor is using Question Mark™ for teaching dentistry. He scanned computer photographs of teeth and the insides of mouths into the computer. He then set up questions regarding the specific images his students see on their screens. Pictures, graphics and videos display very clearly on a standard VGA computer, and have proven to be very effective in class.

School District Testing

This curriculum coordinator was looking for an efficient way to utilize his technology investment. In his district there are at least two computers in each primary and secondary school classroom. Some were being utilized constantly and others were virtually unused due to teachers' inexperience with software. He determined that if tests were centrally authored with Question Mark™ and delivery were as simple as inserting a disk, he'd get much more cooperation from a busy teaching staff. The bonus has been the students' excitement at taking tests on computers and the fundamental learning it reinforces.

Authoring

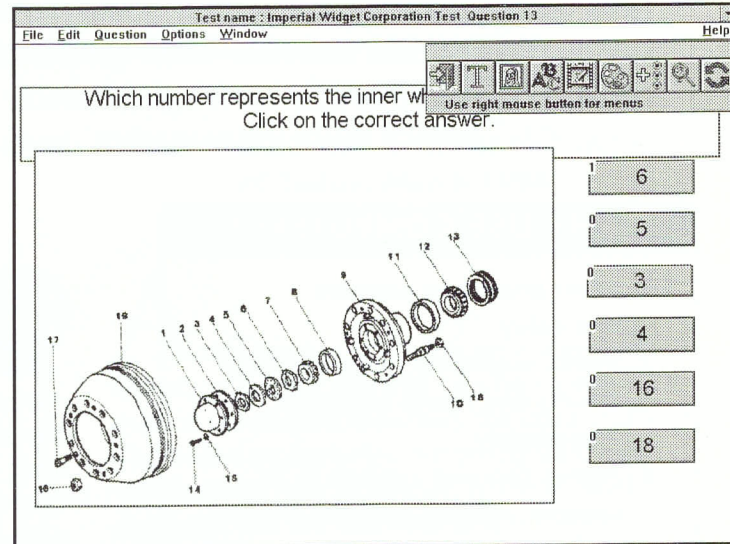
"I was immediately struck with how intuitive Question Mark™ is. In about three or four hours I was able to generate a test from scratch."

**Robert Cummings, Director, Learning Resources Center
University of Alabama at Birmingham, School of Nursing**

To create a test, you simply give it a name, choose the type of exercise you want and add your questions from a range of possibilities. Question Mark™ has extensive on-line help so **you don't need computer experience** to author tests.

When you write your question you also define the right answer, the score for the question (plus or minus), and guidelines for marking. Marking is flexible, allowing for different possible correct answers and misspellings of answers. Additional features include:

- Randomized questions
- Importing questions from existing files
- Optional time limits
- Integrating graphics and multi-media
- Adaptive testing
- Choosing whether or when people see feedback
- Choosing whether people may go back and change answers
- Encryption and password protection



• **This screen from Question Mark™ for Windows shows options like Multimedia, Feedback, Randomizing, Font and Size.**

QUESTION TYPES AVAILABLE

- | | |
|----------------------------|---|
| • Multiple choice | Answer by choosing an option, or yes/no/maybe, or true/false. |
| • Numeric | Enter answer as a number. |
| • Fill-in-blanks | Fill in up to six gaps in a body of text. |
| • Word Answer | Enter answer as a single word. |
| • Free Format Text | Enter answer as one or several lines of free format text. |
| • Multiple Response | Choose 0, 1 or more answers from up to 12 choices. |
| • Hot Spot | Click onto a predesignated area of the screen (Windows only). |
| • Explanation | Text and graphics that are for explanation purposes only. |

Presenting Questions

"Each week, each student is required to visit one of a dozen PC-based computer labs connected via a campus-wide network. By quizzing [students] on a regular basis, we can monitor their performance and direct their thinking. Students can read the textbook and use the exercises in the clusters on their own. Class time can be devoted to demonstrations, video and more discussion."

Dr. Jim Craig

Indiana University, Department of Psychology

WHY USE COMPUTERS?

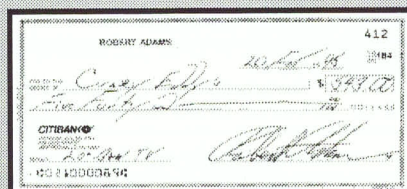
1. Saves print shop expense and delay
2. Marks accurately and objectively
3. Results and scores available immediately
4. Allows complex subjects to be covered utilizing graphics, videos and sound
5. Maximizes security
6. Offers immediate feedback and results if desired
7. Provides simple distribution via floppy, network, E-mail or World Wide Web
8. Dramatically reduces paper consumption

Questions are delivered as a separate, independent part of the program which is easy to use and secure. You can present questions on any PC or Mac via floppy disk, local hard drive or over a network. The presentation of the test is entirely the creation of the author, with subject matter presented as text, pictures/graphics, sound or full motion video. Delivery features include:

- Prompts for name, password or unique ID number.
- Other built-in security measures.
- Correct answers can be shown after each question, at the end of the test, or not at all.
- Customized or standard feedback messages.
- Immediate marking and storage of answers on disk for later analysis.
- Participants can be required to answer questions in pre-defined order or allowed to move around at will.
- A final screen can provide individualized feedback to each participant.
- Mouse compatibility

Examine the sample check below.
From the column on the side select
all of those items missing from the check.
When finished click OK.

- ☐ Bank name
- ☒ No missing item(s)
- ☐ Account number
- ☐ Check number



OK

• The power of the PC provides an excellent presentation tool for graphical questions

Marking & Analyzing

"The really important feature for the marketing department is the question analysis option of the Report menu. It happens very quickly, and leaves you in no doubt as to the the majority verdict on product preferences or whatever else you wanted to know. We say ... this is useful multimedia that is genuinely easy to use."

PC Today, March 1994

User name	Score	Test	Date	Group
0100937045551401	0 %	Not So Spartan Test	4/18/1995 14:01	
0100945668031402	0 %	Spartan Test	4/18/1995 14:02	
0100952534101402	0 %	Very Spartan	4/18/1995 14:02	
Ariel Sharon	80 %	Spartan Test	4/19/1995 15:23	
Ben Kochaba	60 %	Spartan Test	4/19/1995 15:23	
Fred Holmes	80 %	Spartan Test	4/19/1995 15:21	
Gupta Singh	67 %	Spartan Test	4/19/1995 15:22	
Huey Long	20 %	Spartan Test	4/19/1995 15:22	
John Galt	40 %	Spartan Test	4/19/1995 15:21	
Shalesa Franklin	40 %	Spartan Test	4/19/1995 15:24	
Thomas Payne	60 %	Spartan Test	4/19/1995 15:22	
Yusuf Muhammed	67 %	Spartan Test	4/19/1995 15:22	

• **You can use Windows graphic interface to generate standard reports or easily export responses and marks to a database file.**

Answers are placed in an encrypted Question Mark™ file that can be stored on disk or a network directory for later analysis. The software includes reporting facilities which allow you to collate, browse, analyze and print out the answers in a variety of ways.

You can:

- Create reports on individual participants, including percentage rankings
- Obtain general information on all questions and answers
- Detailed item analysis
- Report on participants' numeric scores or actual answers
- Use positive or negative scoring on obvious answers
- Export to database or spreadsheet formats for detailed analysis & graphing
- Export data for customized reporting

• **Presence Corporation provides many customized reports catering to special needs. In addition, flexible tools are available to design your own reports. We recognize each situation is unique, however, and look forward to working with you to develop the specific report that you require. Please call or fax us with your requirements.**

Q. What exactly am I buying?

A. You're buying a license which gives you the right to use the various Question Mark™ components. You are not purchasing copyright or any distribution rights. However, you may make copies of the test delivery software and freely provide it to users within your building.

Q. What am I licensed to do with test delivery software?

A. When you purchase the Question Mark™ package, you purchase the right to distribute test delivery software to any number of users within your building. However, you may not distribute tests beyond your building without purchasing a delivery license. (See: What is a delivery license?)

Q. Can I install the test delivery software on a network?

A. Yes, as long as you do not provide access from outside your building. If you provide access from outside your building you'll need the appropriate delivery license.

Q. Can I distribute the test delivery software overseas?

A. Yes, with the appropriate delivery license.

Q. What is a delivery license?

A. A delivery license grants you rights over and above the standard ones granted when you

purchased Question Mark™.

Three types of delivery licenses are available:

• *Commercial Delivery License:*

This license may be purchased by any company or institution for distributing their tests, study guides and surveys free of charge to their employees outside their building.

• *Academic Delivery License:*

This license may be purchased by accredited academic institutions for distributing their tests, study guides and surveys to their students outside their building.

• *"For Profit" Delivery License:*

This license may be purchased by any company or institution that wishes to sell tests, study guides and surveys as a service or product.

Q. Can I sell the study guides I produce?

A. Yes, with a "For Profit" delivery license fee. The fee is normally a 10% royalty.

Q. Can I install the authoring software on a network?

A. Yes, when you purchase a multi-user package. With a multi-user package you purchase the rights to use the authoring and marking and analysis software on a network subject to the limits set by the multiuser package. For network test delivery outside your building you would need to purchase a delivery license, as well.

Q. How does the multi-user package work?

A. When you purchase a multi-user package you purchase the right to have a number of concurrent users on a network using the authoring or marking and analysis software at the same time. For instance, if you purchase the 5-user package, you may have up to 5 people using the authoring or marking and analysis system at any one time. However, you may not have 5 people using the authoring system and 5 people using the marking and analysis system at the same time. For this you would need the 10-user package. When you purchase the multi-user packages you receive the same number of manuals

(i.e., 5-user package provides 5 manuals.)

AFTER I BUY...

Q. Why should I return the registration card?

A. When you register you are entitled to free telephone support, free interim upgrades, new version notifications and you will receive our free newsletter containing tips for getting the most from your software.

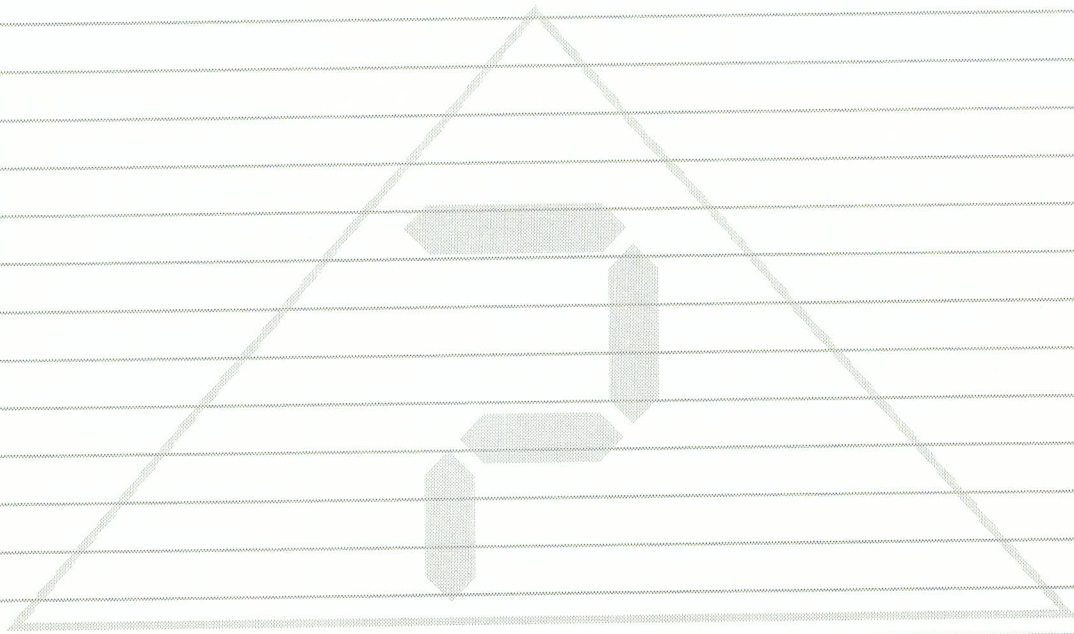
Q. What is your return policy?

A. You are eligible for full credit if you:

- Return the complete and undamaged package within 30 days.
- Erase all copies of the software.
- Provide your reason in writing, confirming that all copies have been erased.



Notes



Question Mark

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ADDITIONAL DOS PRODUCTS

- **DOS Multimedia Editor**, which allows you to present sound, video or animation within your texts. You can also call on and control other DOS programs (.COM or .EXE) such as word processors, spreadsheets, scientific software, etc.

- **DOS Report Generator**, which allows you to define your own analysis formats and collate and graph the answers from different tests. This is useful for anyone wanting greater control over the content of Question Mark™ reports or who wants to combine answers from more than one test into a single report.

- **DOS Standalone Answer Analysis Software**, which enables people at a remote site (for example, a branch office) the capability to create reports on answers without having the full authoring and delivery software. The software includes all the Question Mark™ for DOS reports, the ability to edit answer files with bonus marks, and the utility options, including collating and exporting answers to spreadsheet and database formats.

- **WINDOWS:** Use a PC with a mouse running Windows 3.1 or later. The software works on all common networks that support windows. To create tests and analyze answers you need a PC running in either standard or enhanced mode. A PC with 4Mb or more of memory is recommended. To deliver tests you need at least 1Mb of memory.

- **DOS:** Use any IBM PC or 100% compatible, with DOS 2.0 or later. A Microsoft compatible mouse is useful but not essential. The software works on all common networks, including Novell, and runs as a DOS program under Microsoft Windows.

To create tests and analyze answers you need 640K of memory and a hard disk. To deliver tests you need 512K of memory, and a hard drive or floppy disk. To use graphics, you need a VGA, EGA, MCGA or CGA graphics display.

- **MAC:** Use any Macintosh with a hard disk including a Power Macintosh. System 6.0.7 or later is required, and the software is fully System 7 compatible. It does not run on the Mac 128K or 512K.

HARDWARE REQUIREMENTS