



# **GMAT<sup>®</sup>**

**The first and only test designed especially for business schools**

**Test Prep Summit  
October 19, 2007  
New York, New York**





# GMAT Psychometrics

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# Topics

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- Test Prep works
- Repeat test takers
- Role of a good admissions test
- How CAT works
- **Myths**



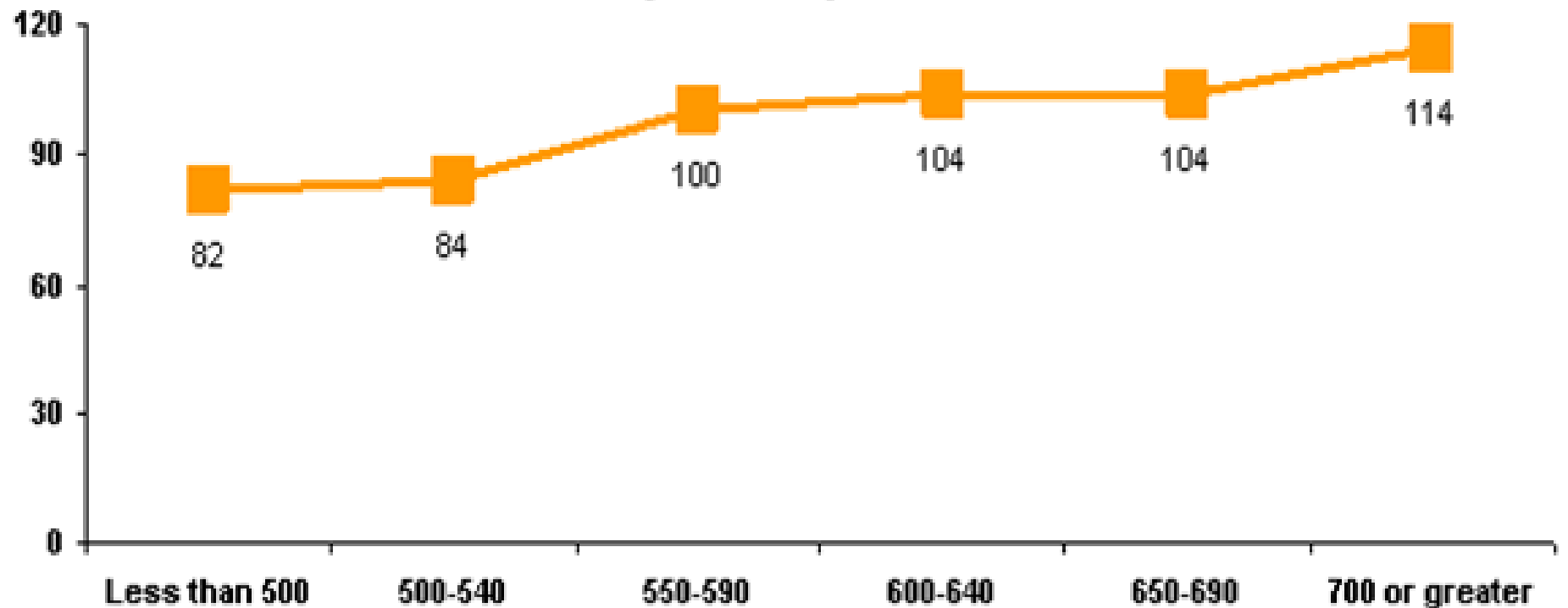
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**It pays to  
prepare  
prepare in advance**

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## Average number of hours spent preparing for the GMAT® exam, by self-reported GMAT® score



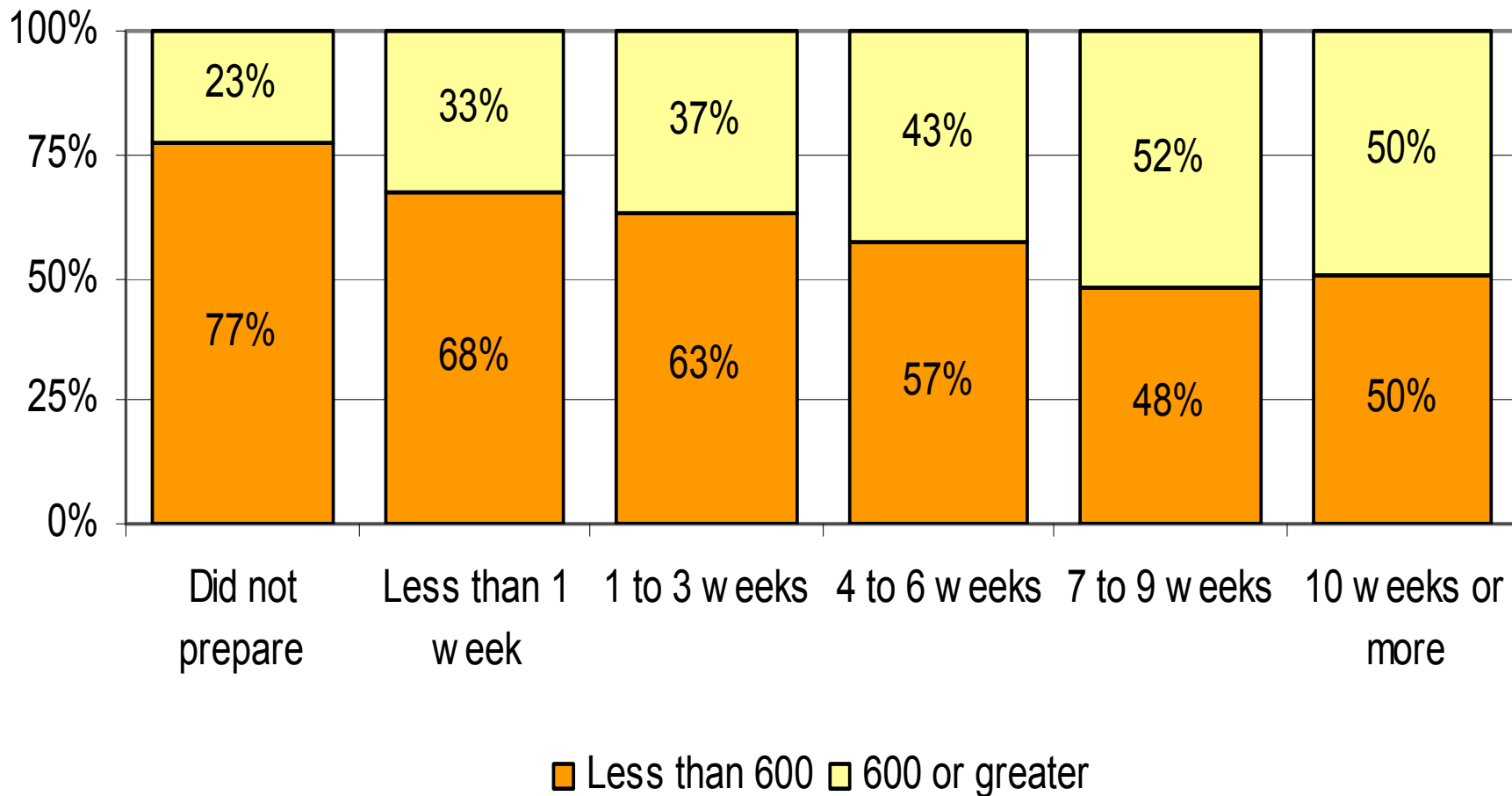
n = 2,163

Data Source: GMAC®. (2005) mba.com Registrants Survey. Graduate Management Admission Council.

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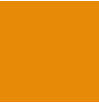
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## Number of weeks of advanced preparation, by self-reported GMAT® score

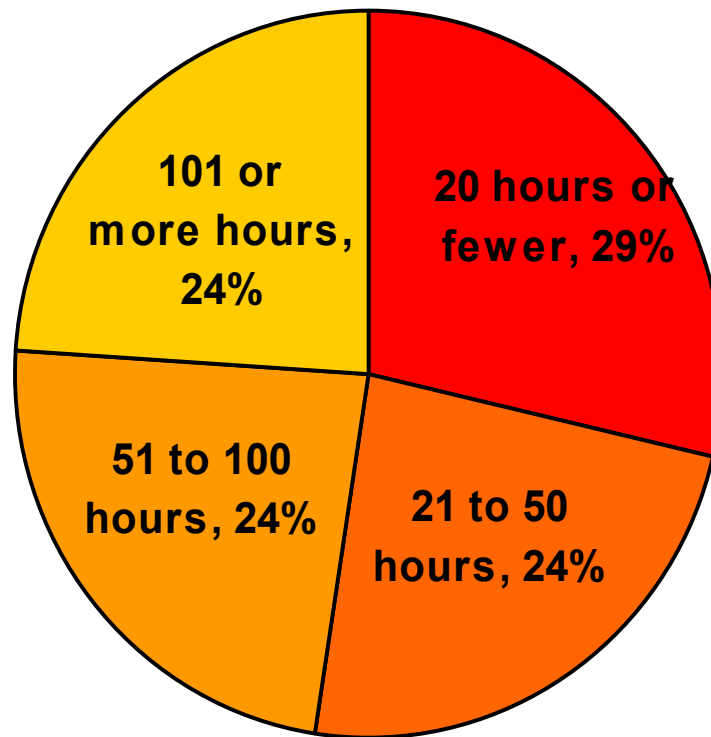


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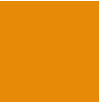


## Number of hours spent preparing for the GMAT® exam

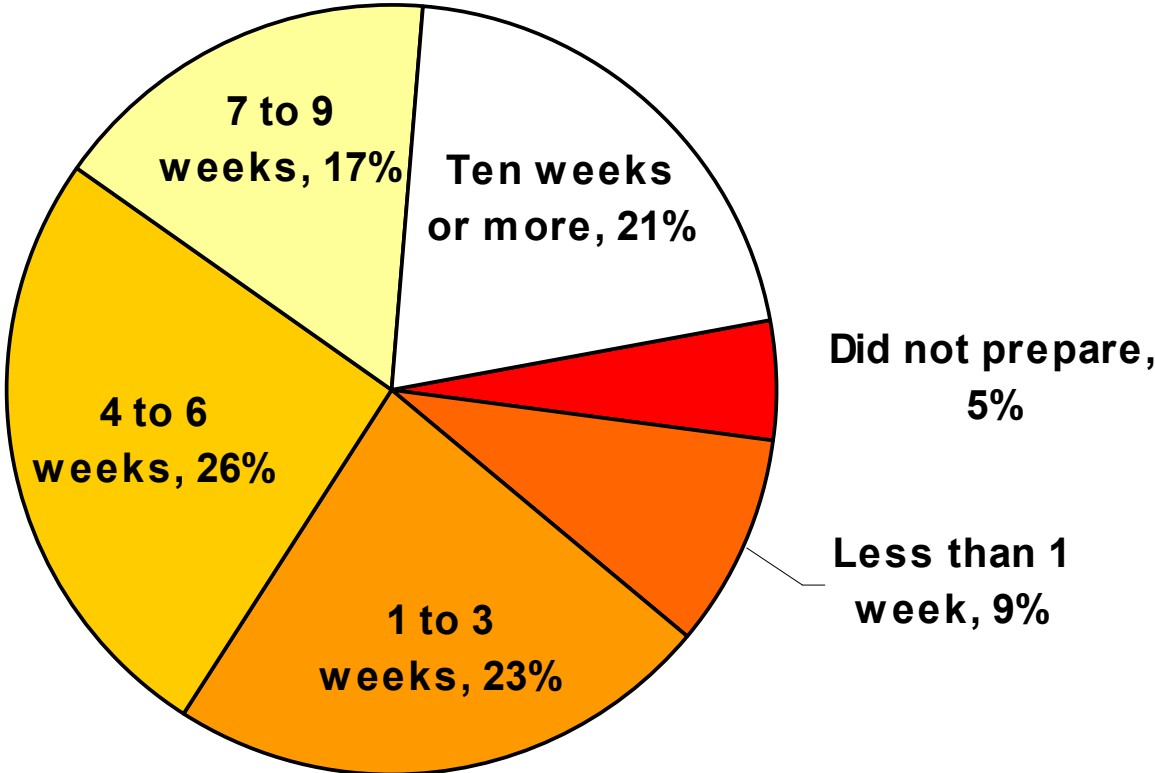


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**How far in advance did you begin to prepare for the  
GMAT® exam?**



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http://www.gmac.com/gmac/ResearchandTrends/SurveyReports/SurveyArchive.htm

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## GMAC® Survey Series Archive

[Application Trends Survey](#)

An annual survey of GMAT® program application trends—

- 2007: [Survey Report](#)
- 2006: [Survey Report](#)
- 2005: [Survey Report](#)
- 2004: [Survey Report](#), [General Data Report](#)
- 2003: [Survey Report](#)
- 2002: [Survey Report](#)

[Participating Schools 2001-05](#), [Participating Schools 2006-07](#)

[Corporate Recruiters Survey](#)

An annual survey of MBA employers who hire graduate business students and alumni—

- 2006-07: [Survey Report](#), [General Data Report](#)

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### Topics of Interest

**New naming conventions!**  
Our survey documents have gradually changed over time to meet your needs. To reflect these changes, we updated the naming conventions for these documents in 2006.

Executive Summaries are now titled **Survey Reports** to reflect the more in-depth contextual information included in the reports.

Likewise, the General, Comprehensive, and Overall Reports now contain the word **Data** in the title to reflect the extensive data tables you've come to expect.

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# Examinees Retaking the GMAT® Test

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# GMAT® Retake Study

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- Data from first-time test takers
- 27,763 candidates in study
- Retake rate is about 18%

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# Gains in GMAT® Scores

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	Mean	sd
GMAT® Total	31.1	56.6
GMAT® Total %ile	8.2	15.0
GMAT® Quant	2.4	5.3
GMAT® Quant %ile	6.8	14.7
GMAT® Verbal	1.8	5.3
GMAT® Verbal %ile	6.2	17.1

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# Distribution of GMAT® Total Score Gains

<b>Gain or loss</b>	<b>% of retakers</b>
-40 or less	10%
0 to -40	20%
10 to 40	30%
50 to 90	30%
100 or more	10%

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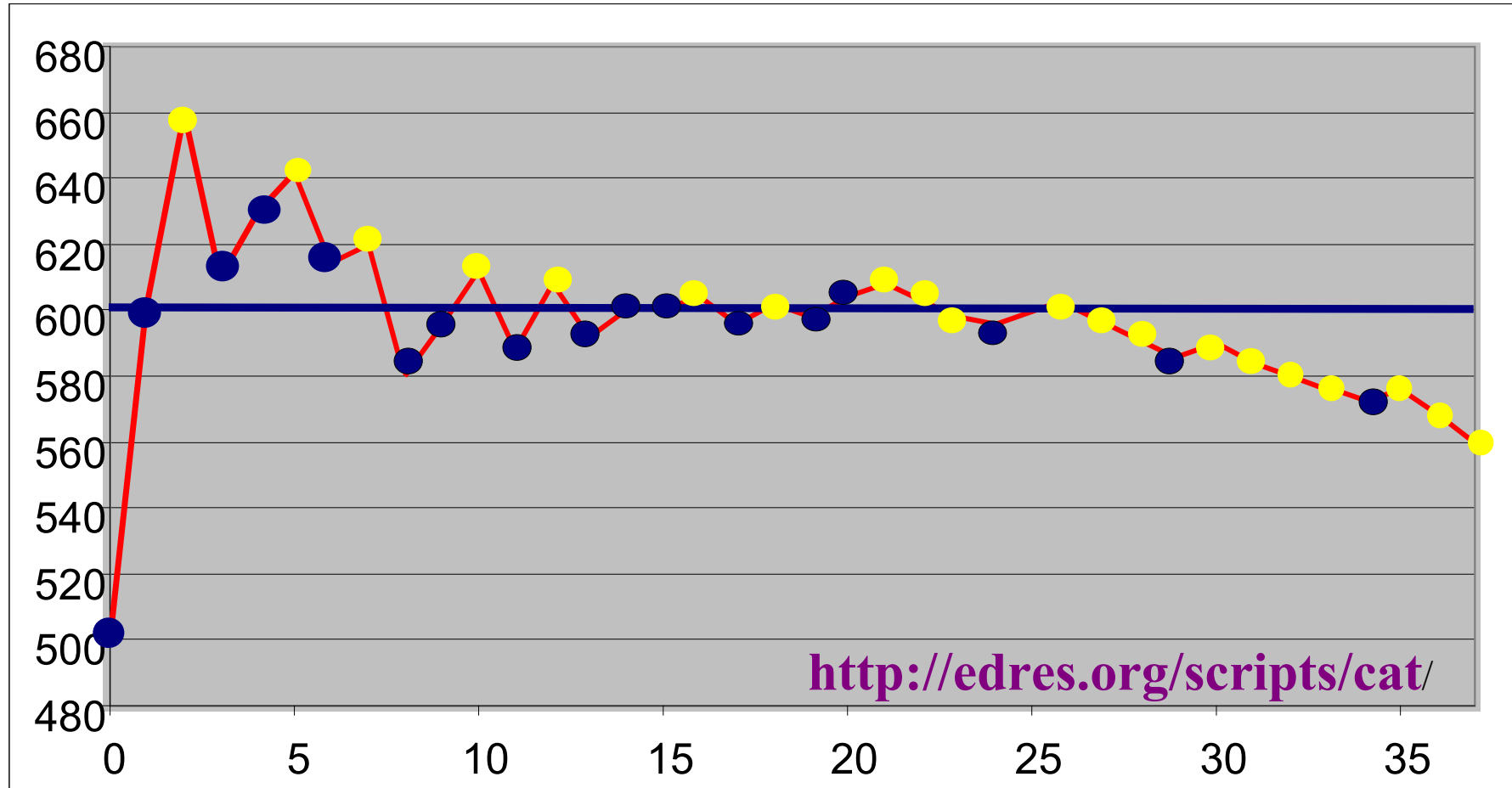
# Myths & Facts

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**Myth: The first 10 questions are critical and you should invest the most time in those items.**

**Fact: All Questions Count**



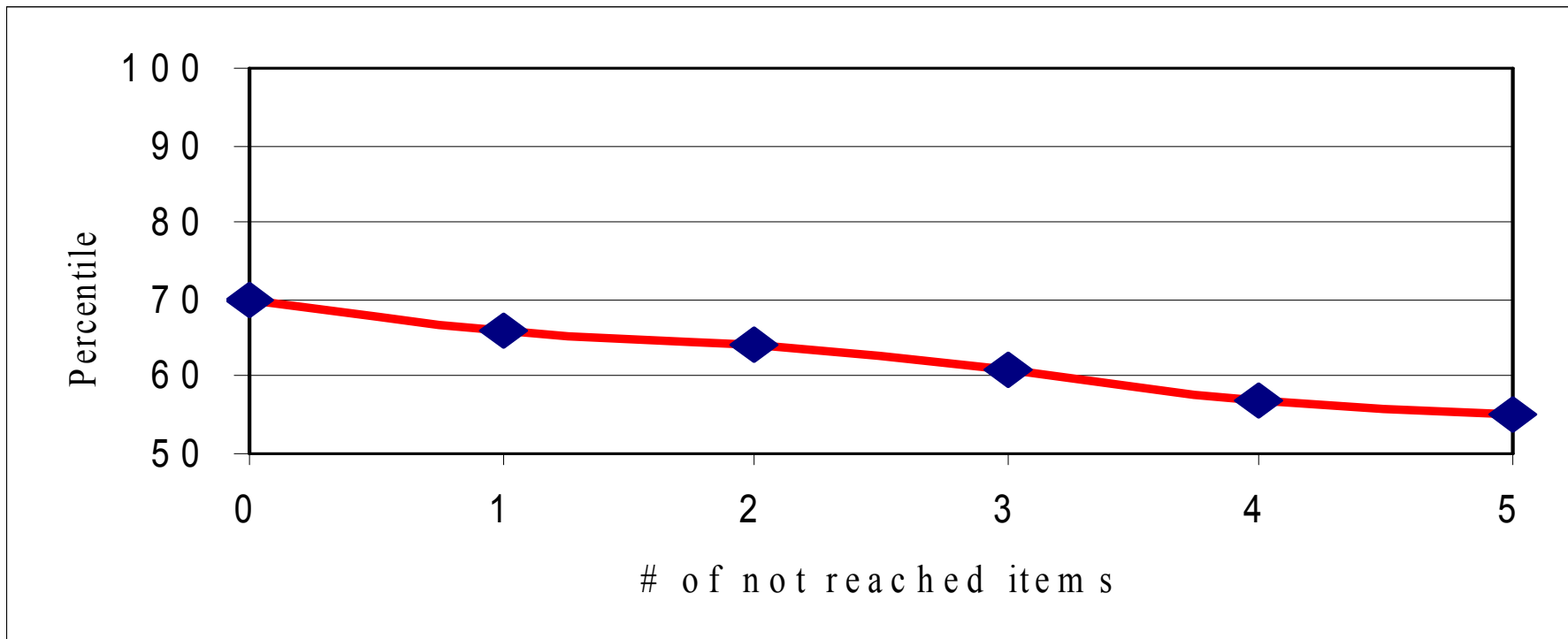
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**Myth: It is more important to respond correctly than it is to finish.**



**Fact: There is a severe penalty for not completing the GMAT® test.**



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# Other Myths



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Studying GMAT® vocabulary lists will help you get a better score.

There are no GMAT® vocabulary lists.

An easier item means I got the previous item wrong.

Item difficulty can change with content.

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# Other Myths

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You need a super-high score to get into a top school.

Schools try to find students that are a good match.

You need very advanced math skills to do well on the GMAT® test.

The math skills tested on the GMAT® test are quite basic.



# GMAT Program Update

Peg Jöbst

Sr. Vice President, Products and Services  
Graduate Management Admission Council

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See yourself as an MBA MBA Career Opportunities The Value of the MBA	Tools to Help You Choose a Program Type Evaluate Schools	Register for the GMAT The Essentials Tools to Help You Prepare	What You Need to Know Craft Your Application Market Yourself Like a Pro	You've Heard from Schools Prepare to Enroll Paying for Your MBA	 




I can't decide. Should I go full-time or part-time?

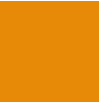
> GO

### Not sure where to begin?

Tell us a little about yourself, and we'll suggest some starting points. We're the Graduate Management Admission Council® (GMAC®), the people behind the GMAT®—the test used by nearly 2000 business schools. For close to half a century, we've been helping people just like you find your way to the MBA.

> Guide Me 

LOG IN	SIGN UP	REGISTER	IN THE SPOTLIGHT
<p>E-mail address <input type="text"/></p> <p>Password <input type="password"/></p> <p><input type="button" value="Enter"/></p> <p>Forgot your password? <a href="#">Click here.</a></p>	<p>&gt; <a href="#">Sign up</a> for mba.com and get test prep software for free. You'll also be able to save information and connect with schools.</p>	<p><a href="#">Register now for the GMAT test</a></p> <p><a href="#">Reschedule a GMAT Appointment</a></p> <p><a href="#">Cancel a GMAT appointment</a></p> <p><a href="#">Send your GMAT scores to schools</a></p>	<p><b>From combat to classroom:</b> Read profiles of MBA students with military experience.</p> <p><b>What can an MBA do for you?</b> Read <a href="#">The Value of the MBA</a> and find out.</p>



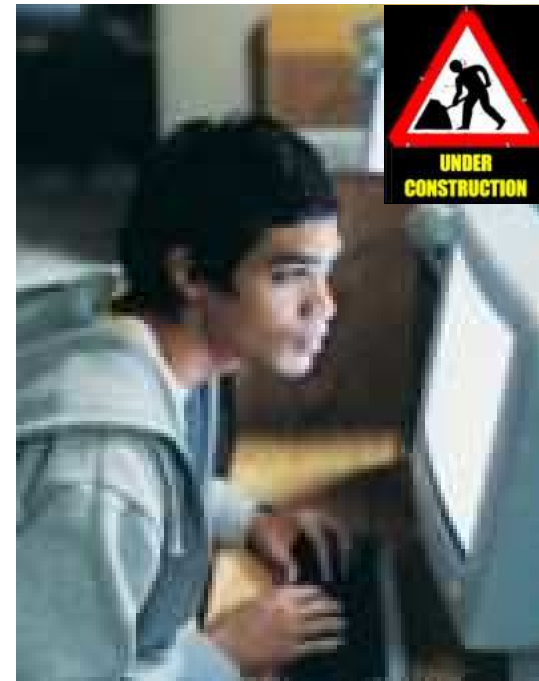
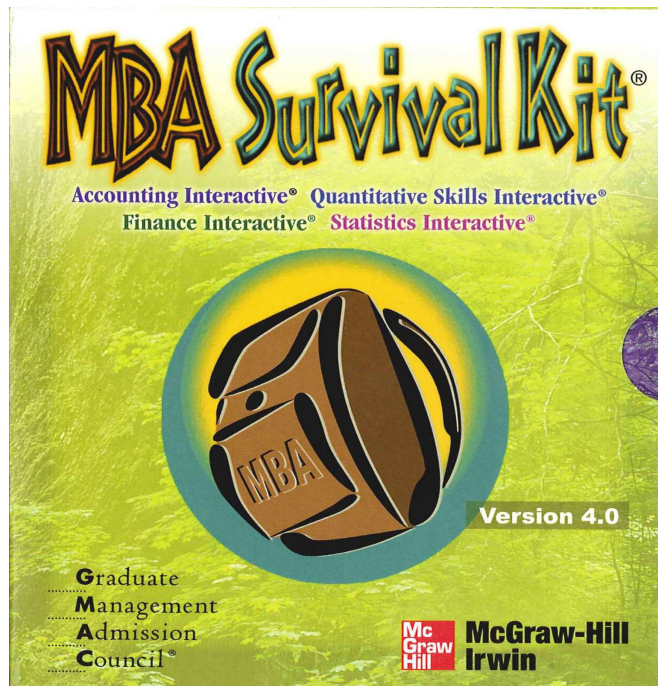
# Test Prep Products



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# Transition from Candidate To Student



**Finance Accounting Statistics Test**

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