

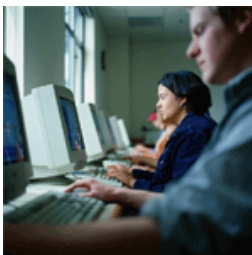
The GMAT

Thank you for inquiring about the GMAT. The Graduate Management Admission Test (GMAT) is a computer-based examination that is administered year-round at test centers throughout the world. The GMAT exam measures basic verbal, mathematical, and analytical writing skills developed over a long period of time. It is specifically designed to help graduate management programs assess the qualifications of applicants for advanced study in business and management.

GMAT scores are used by more than 3,000 graduate management programs from more than 1,500 graduate management schools, many of which require GMAT scores from each applicant.

The GMAT is adaptive

The GMAT® exam is a computer-adaptive test (CAT), which means that questions are selected as you take the exam. At the start of each multiple-choice section of the GMAT CAT exam, you are presented a question of middle difficulty. As you answer each question, the computer scores your answer and uses it — as well as your responses to any preceding questions and information about the test design — to determine which question to present next. As long as you respond correctly to each question, questions of increased difficulty typically will be presented. When you enter incorrect responses, the computer will



generally present you with questions of lesser difficulty. Your next question will reflect both your previous performance and the requirements of the test design, which means that different test takers will be given different questions. Question selection is based on your responses to previous questions, and the GMAT CAT adjusts to your individual ability level. As a result, you will get few questions that are either too easy or too difficult for you. Because the computer scores each question before selecting the next one, you must answer each

question when it is presented. Once you answer a question and move on to another, you cannot go back and change your answer because the computer has already incorporated your answer and the test design requirements into its selection of your next question. Each computer-based test section meets established specifications, including the types of questions asked and the subject matter presented. The statistical characteristics of the questions answered correctly and incorrectly, including their difficulty levels, are taken into account in the calculation of scores. Therefore, scores of all test takers can be compared even though they received different questions.

The GMAT Format

The GMAT exam includes Analytical Writing Assessment, Quantitative, and Verbal sections. From June 5, 2012, there will be a new section called Integrated Reasoning. Data Sufficiency and Problem Solving questions are intermingled throughout the Quantitative section, and Sentence Correction, Reading Comprehension, and Critical Reasoning questions are intermingled throughout the Verbal section. The Verbal and Quantitative sections contain computer-adaptive multiple-choice questions. For the Analytical Writing Assessment, you will be presented with two essay topics (as of June 5, 2012, one of the essays will be replaced by the Integrated Reasoning Section).

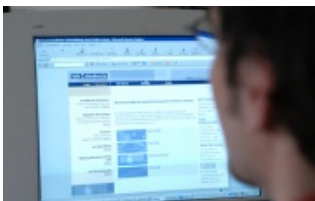
Analytical Writing Assessment

The Analytical Writing Assessment (AWA) portion of the GMAT test consists of two 30-minute writing tasks—Analysis of an Issue and Analysis of an Argument (please note that Analysis of an Issue will not longer be part of the GMAT as of June 5, 2012). For Analysis of an Issue, you will need to analyze a given issue or opinion and then explain your point of view on the subject by citing relevant reasons and/or examples drawn from your experience, observations, or reading. For Analysis of an Argument, you will need to analyze the reasoning behind a given argument and then write a critique of that argument.

The AWA is designed as a direct measure of your ability to think critically and to communicate your ideas. More specifically, the Analysis of an Issue task tests your ability to explore the complexities of an issue or opinion and, if appropriate, to take a position informed by your understanding of those complexities. The Analysis of an Argument task tests your ability to formulate an appropriate and constructive critique of a specific conclusion based upon a specific line of thinking. Your essay scores are based on the overall quality of your ideas about the issue and argument presented; your overall ability to organize, develop, and express those ideas; the relevant supporting reasons and examples you use; and your ability to control the elements of standard written English. The issue and argument topics that you will find on the test concern subject matter of general interest, some related to business and some to a variety of other subjects. It is important to note, however, that none presupposes any specific knowledge of business or of other specific content areas—only your capacity to write analytically is being assessed.

The Quantitative Section

The Quantitative section of the test measures mathematical skills and understanding of concepts, and the ability to reason quantitatively, solve quantitative problems, and interpret graphic data. Two types of multiple-choice questions are used in the Quantitative section—Problem Solving and Data Sufficiency. Both types of questions are intermingled throughout the section and require knowledge of arithmetic, algebra, and commonly known concepts of geometry.



Problem Solving questions are designed to test mathematical skills, understanding of mathematical concepts, and the ability to reason quantitatively and to solve quantitative problems. Each Data Sufficiency question consists of a question and two statements, labeled (1) and (2), which contain additional information. You must decide

whether the data given in the statements are sufficient for answering the question. Data Sufficiency questions are designed to measure your ability to analyze a quantitative problem, to recognize which information is relevant, and to determine at what point there is sufficient information to solve the problem.

The Verbal Section

The Verbal section of the test measures your ability to read and comprehend written material, to reason and evaluate arguments, and to correct written material to conform to standard written English. Three types of multiple-choice questions are used in the Verbal section of the GMAT exam—Reading Comprehension, Critical Reasoning, and Sentence Correction.

Reading Comprehension passages are accompanied by interpretive, applied, and inferential questions. The passages are up to 350 words long, and they discuss topics from the social sciences, the physical or biological sciences, and such business-related fields as marketing, economics, and human resource management. Reading Comprehension questions measure your ability to understand, analyze, and apply information and concepts presented in written form. All questions are to be answered on the basis of what is stated or implied in the reading material; no specific knowledge of the material is required.

Critical Reasoning questions are designed to test the reasoning skills involved in (1) making arguments, (2) evaluating arguments, and (3) formulating or evaluating a plan of action. The materials on which questions are based are drawn from a variety of sources. No familiarity with the subject matter of those materials is presupposed.



Sentence Correction questions ask you which of the five choices best expresses an idea or relationship. The questions will require you to be familiar with the stylistic conventions and grammatical rules of

standard written English and to demonstrate your ability to improve incorrect or ineffective expressions.

Integrated Reasoning

Integrated Reasoning is a 12 question, 30-minute, non adaptive section which requires you to effectively use multiple sources of information and complementary skills to solve reasoning problems from multiple sources. There are four different item formats, and most of the 12 questions require more than one response; on average, you will have about one minute to analyze the material, read the question and respond.

The Integrated Reasoning section will contain mainly graphs and tables. You will also be presented with a simple, on-screen calculator. IR scoring is based on the number of correct questions. To receive credit for a question, you will have to answer each part correctly. There is no partial credit; you will not get extra points for getting part of a question right. Similar to AWA, the Integrated Reasoning section will be scored separately.

Taking the GMAT

When it comes to taking the actual GMAT, the official test is offered the last 21 days of each month, excluding Sundays. All you need to do is to register online (www.mba.com) or give Thomson VUE a call to set up a test date. When you do, have your credit card ready. Book about a month in advance, especially during the fall, when testing centers usually fill up.

Preparing for the GMAT

Many candidates underestimate the GMAT and believe they will get a good score by preparing at home or merely attending a weekend prep course. In most cases this is utopia. Optimum preparation can take up to 6 months of hard work, which include diagnostic tests, lessons, continuous counseling and support, practice exams and final review.

There are many software programs on the market, most of which claim to be "adaptive". Our research

has found, however, that many of them are in fact not very accurate. Some present scores that are off by as much as 150 points. At MBAhelp, we give our students a GMAT-CAT whose accuracy we can personally vouch for, give or take 20 points.

GMAT prep courses



MBAhelp has been preparing GMAT test takers and potential MBA candidates for more than 20 years - with excellent results.

In order to determine the amount of time, energy and ultimately money required to achieve a good GMAT score, we first need to determine three parameters:

- Your current level of preparation
- Desired score
- Time available

Whether you have never taken the GMAT before and are at the beginning of your preparation, have been preparing for some time and would like to tweak your score or have even taken the GMAT in the past and not scored well enough, the first step to take is to contact a specialist at MBAhelp and to discuss your personal objectives. Our GMAT trainers will determine the most effective way of preparing for your test. Analyzing your background will help us determine your strengths and weaknesses, thus designing a test prep structure in which you can best focus your time and energy. Your preparation should be tailored according to your needs, as certain types of improvement take longer to achieve than others. For instance, drastically improving a low math score for someone with little math background will take longer than a native-speaker who needs a slight (50-75 points) increase in his verbal score.

Your GMAT instructors

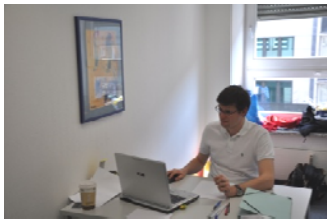
Teaching excellence is the key to student success. Our teachers are not only GMAT experts, but also have expertise in the art of teaching. Brian, MBAhelp's Head GMAT Teacher, has a degree in

Engineering from Madison, Wisconsin, and has taught more than 20,000 GMAT lessons throughout the last 14 years. He teaches on a full-time basis at MBAhelp. Brian's students consistently achieve scores of 700 plus on the GMAT. Brian is assisted by very experienced and capable GMAT instructors. For example Arthur, who has a BA in Mathematics from Columbia and a PhD in Mathematics from MIT and who scored 99 percentile in the GMAT and 99 percentile in the GRE; he has tutored GMAT and GRE students for the last 10 years. All instructors hired by MBAhelp go through a training process to guarantee that they meet our unparalleled standards. This method ensures that every instructor is an expert in our syllabus before coaching any group or individual.



Facilities

MBAhelp's main facilities are conveniently located in the banking district in the city center of Frankfurt. Our modern offices provide the perfect framework for efficient learning:



500 m² of reception area, classrooms, individual study rooms, vending machines, free WLAN, terrace and elevator for handicapped students.

Developing a study plan

MBAhelp offers many different types of courses: weekend courses, individual intensive courses (GMAXX), intensive group courses (GMAT Maximpact), part-time courses, workshops and web-based individual tutoring. MBAhelp's courses are taught in Frankfurt, Berlin and Munich. After an initial intensive course, you can also get personal coaching. Our netmeeting software allows you to interact directly with our trainers who will tailor the course contents to your individual needs. Our aim is that you get the score that you want on the first try. In case you don't know, every score stays on your score

report for a period of five years! Of course schools take into account large improvements in GMAT scores. But why not get what you need on the first try? It will only help your chances. At MBAhelp, you are not



just another student and we will not try to sell you a "package" deal. Every student is special, and consequently will receive individualized preparation counseling from a GMAT trainer. Once a study plan has been developed, your trainer will be able to give you an estimate on the energy, time frame and fees required for preparation. Should our concept convince you, at MBAhelp you will learn the skills and strategies necessary to master the GMAT. To that effect, you will work with a selection of GMAT study books and CD ROMs used by MBAhelp. You will also have access to a wide range of resources, including computers with the latest GMAT software, workshops for focused training on particular subject areas, lessons, diagnostic tests, full-length computer adaptive tests and online tutoring and help. During your preparation, you can always consult our GMAT trainers if you have any particular question or problem.

Test-Taking Suggestions

Although each test taker must decide what approach to take in preparing for and taking the GMAT exam, here are some suggestions to follow:

Once you start the test, an onscreen clock display will count down the remaining time. You can hide this display if you want, but it is a good idea to check the clock periodically to monitor your progress. The clock will automatically alert you by turning yellow and, if hidden, reappearing when five minutes remain for the section you are working on.

Read all test directions carefully. The directions explain exactly what is required to answer each type of question. To review directions during the test, click the Help icon, but be aware that this will count against your allotted time for that section of the test.

Read each question carefully and thoroughly. Before answering a question, determine exactly what is being asked, then eliminate the wrong answers and select the best choice. Never skim a question or the possible answers; skimming may cause you to miss important information or nuances. However, if you do not know the correct answer, or if the question is too time-consuming, try to eliminate choices you know are wrong, select the best of the remaining answer choices, and move on to the next question.

Keep moving through the test and try to finish each section. The best strategy is to pace yourself so that you have time to consider each test question and make your best answer choice. You may not skip questions, and randomly guessing answers to questions at the end of each test section can significantly lower your scores.

Once you have selected your answer to a question, you will be asked to confirm it. You should confirm your answer only when you are certain that you want



to move on to the next question. Remember, you cannot omit questions or go back and change answers. The computer selects the next question you see based upon your previous responses.

Pace yourself so that you have enough time to answer every question. Pay attention to the number of questions and the amount of time remaining during your testing session. On average, you have about 13/4 minutes for each verbal question and about 2 minutes for each quantitative question. (If you do not finish in the allotted time, you will still receive scores as long as you have worked on every section. However, your scores will reflect the number

of questions answered, and your score will decrease significantly with each unanswered question.)

Your GMAT scores will depend on several characteristics of the questions presented to you, including difficulty level, your answers to those questions, and the number of questions you answer. Adaptive test score calculations do not assign any differential credit to questions depending on where they appear in the test. The questions in an adaptive test are weighted according to their difficulty and other statistical properties, not according to their position in the test.

Testimonials

Throughout the last 30 years, MBAhelp has helped thousands of candidates achieve their GMAT dream score. These are some of their testimonials:

Nadine R.:

*I did my GMAT exam this morning and here are the results: Quantitative: 49, 88 %, Verbal: 36, 78 %
Total: 710, 92 %*

Alexandra W.:

I just wanted to let you know that I received my greatest Christmas present this year from ETS. I took the test three days before Christmas and got incredible 730 points (Math 44 [73%] - Verbal 47 [99%]). Thank you for all your support during my test preparation. The math workshops and speed drills proved extremely helpful. Kind regards + All the very best!

Thomas H.:

I'd like to thank you for your support on preparing for the GMAT. I finally scored a 650 with 35 verbal and 44 quantitative improved from 590 the first time. This is exactly the result I was looking for! Perfect!!! The tests you gave me were quite hard but helped me to manage the harder problems.

Niko T.:

I have really good news. I took a week off and confined myself at home. practised all day from morning till night and finally I took the test this morning. And guess...710 (49 in the quants part; 38 in the verbal part) I really feel eased. My target was to get 700 plus XX. I am really glad because I couldnt sleep last night at all an felt like shit this morning. I even thought about cancelling, but a strong coffee and many dextro energen helped me to wake up. So far thanks for your support, the classes and the material you gave me really helped. Now I have to take the TOEFL asap. But this is hopefully much easier than taking the GMAT.

Kurt K.:

Well I have much, much better news to report this time. I scored a 710 this time around. Very, very, happy. I believe I can now apply to the top schools. I felt I really understood what they were asking and what a right GMAT answer looked like. I'm still on cloud 9 and enjoying it. I do have to say that you helped me a tremendous amount. Thanks for all the help and support.

Thomas L.:

This is Thomas from your GMAT class. I just want you to know that I really had fun during that week and also learned quite a lot. After the course I kept on studying for 5 weeks and last Sunday I finally took the GMAT. Even if I did (or at least thought that) bad on the verbal and only average on the math part, I got a 710. This equals a .92 percentile and is also the average score in the SIM program in St. Gallen. Overall this is quite satisfying eventhough I could have done better. Thank you again for the great time and all the awesome hints (especially all the number property tricks, like the factor tree, base multiplication and so on...) Best wishes und "Alles Gute" ;-)

Caroline D.:

I'm done. Went to the testing center yesterday morning and went back home with 710 points, more than happy!

Math: 49 scaled score,

Verbal: 38 scaled score.

And I couldn't believe it!

I think I rocked the first 10 Q in both parts, because then I really guessed a lot and didn't have much time left after the last questions. Well, I really would have studied differently if I hadn't participated in your course. So thanks for everything. I already told you that your teaching style really matched with my needs.

Andreas T:

I bet you are interested on how the test went today :-) well, even you are not...here it goes: Q48...V41...Total: 720...You cannot imaging how pleasantly surprised I was and still am...thank you so much for your help. I know it might have been frustrating w/ me at times and I probably was not one of your most stellar students. But hey, it turned out alright in the end...

Now, I have to figure out where to go from here...applications and all...

Best regards ans again thanks,

Maximilian K.:

I hope you remember me, I took the GMAXX Class this summer for two weeks. I want to tell you that I finally took the GMAT again and scored a 700!!!! :-) There was so much going on during the semester that I had to wait until December to take the test again. Thank you very much for all the things you taught me! I wish you a nice weekend.

Contact us

We aim to maximize your potential. Our strategy is tried and tested, and our students' scores show it. So don't gamble with your future. Contact MBAhelp for more information or check out our website:

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