

## SIDE BY SIDE:

# The GMAT<sup>®</sup> and the GRE<sup>®</sup>

The GMAT exam offers you the fastest, most direct, and most reliable route to the students you want. Take a look at these side-by-side comparisons based on three criteria:

1. The Test
2. The Candidate Pool
3. Services to Schools

Then consider the GMAT Advantage. We think you will agree there really is no comparison.

THE TEST			
CRITERIA	GMAT	GRE	GMAT ADVANTAGE
<b>MEASUREMENT</b>	Designed for business schools, with questions calibrated to candidates who want to attend business schools.	General test, with questions designed for candidates applying to a wide range of graduate programs.	<input checked="" type="checkbox"/> Tests the higher order skills appropriate for graduate management education.  <b>See our analysis attached: Make your own comparison</b>
<b>FORMAT</b>	Offered in computer adaptive (CAT) format everywhere in the world.  Total testing time: 3.5 hours.	Offered in paper-based and CAT formats.  Total testing time: 3-plus hours. CAT takes 3.75 hours.	<input checked="" type="checkbox"/> CAT exams offer higher levels of security and measurement than paper-based exams.  <input checked="" type="checkbox"/> All candidates have the same testing experience, wherever they are.
<b>SECURITY</b>	Palm vein reader used at test centers worldwide.  Digital photo taken at test centers and provided with score reports.	Fingerprints taken at test centers.	<input checked="" type="checkbox"/> Palm vein reader is superior technology for detecting proxy test takers and is accepted worldwide.  <input checked="" type="checkbox"/> From the digital photo, admissions officers know the applicant and test taker are the same.  <input checked="" type="checkbox"/> Consistent levels of security apply to all candidates.
<b>AVAILABILITY</b>	111 countries, with continuous testing at more than 530 test centers. All tests are CAT format—no paper-based tests.  GMAT Mobile Test Center, launched in 2007, has tested 1,000-plus candidates in the US and Canada.  Since 2006, GMAT test centers have increased by more than 25% worldwide to meet school needs.	Paper-based format available a maximum of three times a year, in approximately 137 countries.  CAT format available in 73 countries.	<input checked="" type="checkbox"/> More test opportunities available.  <input checked="" type="checkbox"/> More responsive to specific needs of business schools.
<b>PREDICTABILITY OF SCORES</b>	Five decades of research on the predictive validity of GMAT scores.	No comparable research published.  Tool published by GRE for predicting GMAT total scores from GRE scores cites standard error of prediction (SEP) of 67.4 - a large error that raises concerns of fairness in using such predicted scores in the admission process.  No evidence that GRE is valid for business programs.	<input checked="" type="checkbox"/> Proven reliability and validity for intended purpose of accurately predicting mid-program grades in business school.

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## THE CANDIDATE POOL

CRITERIA	GMAT	GRE	GMAT ADVANTAGE
<b>INTERESTS</b>	100% of candidates are specifically interested in business education.	Candidates are interested in a wide variety of graduate study topics.	<input checked="" type="checkbox"/> Delivers qualified candidates who want to study business.
<b>DEMOGRAPHIC REACH</b>	Since 2006, tests taken by women are up 33%; by African Americans, 24%; by 18- to 23-year-olds, 61%; by undergraduates with non-business majors, 28%.	Information not available publicly.	<input checked="" type="checkbox"/> Increases in diverse populations have significantly outpaced overall growth in GMAT volume since 2005.
<b>USAGE BY SCHOOLS</b>	Almost 5,000 programs in 1,900 business schools around the world.	More than 400 business programs.	<input checked="" type="checkbox"/> Better value proposition: Candidates have many more business school options.
<b>COST</b>	GMAT costs US\$250 everywhere.	GRE costs US\$160 in US; US\$205 in China, Hong Kong, Taiwan, and Korea; and US\$190 in the rest of the world.	<input checked="" type="checkbox"/> GMAC reinvests approximately 40% of the price of each test back into graduate management education in the form of research, professional development and outreach to candidates.
<b>FINANCIAL ASSISTANCE/ FEE WAIVERS</b>	Schools decide which students should receive fee waivers.  Schools can request fee waivers directly from GMAC.	Limited number of fee waivers, for US citizens only, available each year.	<input checked="" type="checkbox"/> Schools can choose which candidates are eligible for a fee waiver, regardless of location or citizenship.

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## SERVICES TO SCHOOLS

CRITERIA	GMAT	GRE	GMAT ADVANTAGE
<b>SCORE REPORTS</b>	<p>GMAT offers a score-reporting website especially for business schools.</p> <p>Free management reports on score sending patterns and attitudes.</p>	<p>GRE charges US\$100 for a summary report on scores sent to your institution.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Score-reporting processes designed for and by business school personnel.</li> <li><input checked="" type="checkbox"/> Free management reports designed by business school personnel.</li> </ul>
<b>SEARCH SERVICES</b>	<p>US\$0.65 per name.</p> <p>Subscription fee: US\$350/year, pro-rated quarterly.</p>	<p>US\$0.38 per name for first set of output per order.</p> <p>US\$0.18 per name for additional sets of output per order.</p> <p>US\$250 annual subscription fee.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Access to diverse pool of candidates planning to pursue graduate management education.</li> </ul>
<b>SCORE NOTIFICATION</b>	<p>Guaranteed within 20 days, typically delivered in eight days.</p>	<p>Available in 10 to 15 days for CAT and in four to six weeks for paper-based test.</p> <p>The paper-based test does not yield an unofficial score report to the candidate.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Each candidate receives a consistent level of service.</li> </ul>
<b>INTERACTIVE PROFILE</b>	<p>Ability to query total pool of GMAT candidates for free and on demand.</p>		<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Additional tools make the most of the candidate pool.</li> </ul>
<b>RESEARCH</b>	<p>Free Validity Study Service uses school data to determine how GMAT works for a specific program.</p> <p>Five annual or semi-annual surveys of business school applicants, admission professionals, graduates, alumni, and corporate recruiters provide insight into the entire graduate management pipeline.</p> <p>GMAC researchers answer custom queries for schools that use the GMAT exam.</p>	<p>No mention of a current validity service on GRE website.</p> <p>Research reports deal with issues of broad interest to graduate community.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Business education industry research and custom services give you precise data to drive business school decision-making.</li> </ul>