

**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.

<b>THE TEST</b>			
<b>CRITERIA</b>	<b>GMAT</b>	<b>GRE</b>	<b>GMAT ADVANTAGE</b>
<b>MEASUREMENT</b>	Designed for business schools, with questions calibrated to candidates who want to attend management programs.	General test, with questions designed for candidates applying to a wide range of graduate programs.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Tests the higher order skills appropriate for graduate management education.</li> </ul> <p><b>See our analysis attached: Make your own comparison</b></p>
<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.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> CAT exams offer higher levels of security and measurement than paper-based exams.</li> <li><input checked="" type="checkbox"/> All candidates have the same testing experience, wherever they are.</li> </ul>
<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.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Palm vein reader is superior technology for detecting proxy test takers and is accepted worldwide.</li> <li><input checked="" type="checkbox"/> From the digital photo, admissions officers know the applicant and test taker are the same.</li> <li><input checked="" type="checkbox"/> Consistent levels of security apply to all candidates.</li> </ul>
<b>AVAILABILITY</b>	111 countries, with continuous testing at 560 test centers. All tests are CAT format—no paper-based tests.  Since 2006, GMAT test centers have increased by more than 25% worldwide to meet school needs.	CAT format available in at least 74 countries. Paper-based GRE general test, available a maximum of three times a year, increases access to approximately 84 more countries.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> More test opportunities available.</li> <li><input checked="" type="checkbox"/> More responsive to specific needs of business schools.</li> </ul>
<b>PREDICTABILITY OF SCORES</b>	More than five decades of research on the predictive validity of GMAT scores for numerous types of business programs and populations, including non-MBA programs and US subgroups.	Little comparable research published on business programs.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Proven reliability and validity for intended purpose of accurately predicting mid-program grades in management programs.</li> </ul>
<b>STANDARD ERROR OF SCORES</b>	Standard error of measurement is 30 points.	Tool published by ETS for predicting total GMAT scores from GRE scores cites a standard error of prediction of 66.0—a large error that raises concerns of fairness in using such predicted scores in the admission process.	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Schools and students can be relatively confident in the precision of the GMAT score.</li> </ul>

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## THE CANDIDATE POOL

CRITERIA	GMAT	GRE	GMAT ADVANTAGE
<b>INTERESTS</b>	100% of candidates are specifically interested in management education.	Candidates are interested in a wide variety of graduate study topics.	<input checked="" type="checkbox"/> Delivers qualified candidates who want to study management.
<b>DEMOGRAPHIC REACH</b>	Since 2006, tests taken by women are up 33%, by African Americans, 24%, by 18- to 23-year-olds, 63%; by Europeans, 35%; by those with non-business undergraduate degrees, 25%. And more than half of all tests taken in the past two years were taken by non-US citizens. Test takers represent 186 citizen groups.	Information not available publicly.	<input checked="" type="checkbox"/> The number of exams taken worldwide has increased 29% since 2006, with test volume expanding rapidly among diverse populations.
<b>USAGE BY SCHOOLS</b>	More than 5,000 programs in almost 2,000 schools around the world.	More than 485 business programs.	<input checked="" type="checkbox"/> Better value proposition: Candidates have many more management program 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>Free electronic score reporting system lets you access score reports at your convenience (daily, weekly, or monthly) and allows you to search for individual candidates.</p> <p>Free reports on score sending patterns and attitudes.</p>	<p>Scorelink Internet Delivery Service updates scores, and score CDs are produced approximately twice a week. Scorelink or CD fee is waived only if schools choose not to receive paper reports.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Score-reporting processes designed for and by management program personnel.</li> <li><input checked="" type="checkbox"/> Free management reports designed by business school personnel.</li> </ul>
<b>SEARCH SERVICES</b>	<p>Access to nearly 400,000 students from all backgrounds and undergraduate majors interested in graduate management education.</p>	<p>Access to more than 450,000 test takers, just 2% of whom list business, banking and finance, or accounting as an intended graduate major.</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>TEST TAKER DATA</b>	<p>Free Interactive Profile gives schools the ability to customize demographic queries on GMAT test volume.</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>