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## LINKS Simulations Test Bank

**A** test bank of LINKS multiple-choice questions now exists to support LINKS instructors during their LINKS events.

- This test bank includes 200+ multiple-choice questions covering all LINKS simulations variants. Each multiple-choice question includes the best answer as well as a brief explanation for that answer.
- The questions are organized by topical categories.
- The LINKS simulations test bank is included in the Instructor Resources section of the LINKS website.

These LINKS simulations test questions are provided to LINKS instructors in Word (doc.) format to facilitate use throughout LINKS events. LINKS instructors may freely use these questions for testing or for in-class discussion purposes by appropriate cutting-and-pasting from this Word doc file.

These multiple-choice questions are categorized by LINKS simulation variant. Instructors should select multiple-choice questions for only the LINKS simulations variant being used. "All" variants questions are appropriate for use with any LINKS simulations variant.



### In-Class Usage

When used for in-class discussion, selected questions might be drawn from this test bank and interspersed within the in-class activities ... as discussion points, "ice-breakers," or just-in-time LINKS "moments." For each selected question in in-class usage format, use two "slides":

- First, show the question and solicit answers (with rationale) from the class.
- Second, show the complete question with the answer and explanation, and then entertain some class discussion.

# LINKS Simulations Test Bank

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## Testing/Assessment Usage

When used for testing and assessment purposes, this test bank provides the basis for an element of individual student grading within LINKS events. Most traditional LINKS assessment elements (within-simulation performance, written reports, and final presentations) are team-based, not individual-based. There's a need for some measure of individual-student grading within LINKS events, and this test bank of closed-ended questions (with answers provided) is one practical means for such individual student grading. Here are some within-event usage testing possibilities/timings:

1. As a pre-event, post-manual reading test of students' initial reading and understanding of the LINKS manual.
2. As a mid-event test of students' current level of understanding of LINKS.
3. As part of a final examination, to provide structured test questions about LINKS.

## Instructor Personal LINKS Review Usage

Several LINKS instructors have noted an additional use for these test questions ... as an instructor review tool prior to beginning a new LINKS event or as an instructor review tool before a particular class session where LINKS will be referenced in some detail. This style of usage for the instructor may be especially useful when some time has passed since the instructor's last LINKS event.

## Organization

These questions are organized by appropriate LINKS-related topics and are coded for the LINKS variants for which they are relevant. It is hoped that this organization will permit instructors to conveniently identify questions of interest for these own usage purposes.

## Using These Questions In Examinations

Most of these multiple-choice questions are sufficiently interesting that they could be cast in the form of short-answer discussion questions. Students could be asked to choose the best answer and to briefly justify the choice of that answer.

When used on examinations, I have found it desirable to preface these multiple-choice questions with the phrasing: "For the following multiple-choice questions, choose the best answer from among those available." This helps to reduce the normal student complaining when examination results are returned. With this phrasing, dissatisfied students have to argue that their answer is demonstrably better than all available answers. They cannot just attempt to make the case that all of the available answers are poor or inappropriate.

# LINKS Train-The-Trainer Seminars

(Summer 2009)

May 26-28 ● June 23-25 ● July 28-30 ● August 18-20

LINKS Simulations Immersion Experience

Five Teleconferences and a Four-Round LINKS Simulation Event

Registration is available for the next three-day, intensive-mode Train-The-Trainer distance-learning seminars for the LINKS simulations. Randy Chapman, the LINKS author, leads these distance-learning events for academic faculty interested in learning more about teaching with LINKS. This intensive-mode seminar format includes 5-6 hours of work per day during the three days of the distance-learning seminar.

LINKS Train-The-Trainer Seminars are offered for the enterprise management, marketing, services, and supply chain management LINKS variants.

Current LINKS instructors are invited to pass along this announcement to faculty colleagues and

advanced doctoral students who might be interested in learning more about teaching with LINKS.

Experienced LINKS instructors sometimes participate in a LINKS Train-The-Trainer Seminar to refresh their memories of LINKS details just prior to teaching with LINKS or to explore another LINKS simulation variant for a future teaching activity. Such experienced LINKS instructors may elect just to participate in the TTT's four-round simulation event, ignoring the public teleconferences included in the LINKS TTT program. (PowerPoint decks are e-mailed to all LINKS TTT participants before each teleconference, so such experienced LINKS instructors may freely choose to participate in all, some, or none of the teleconferences as per their availability and interest.)

- <http://www.LINKS-simulations.com/TTT/EMttt.pdf> [Enterprise Management]
- <http://www.LINKS-simulations.com/TTT/MSttt.pdf> [Marketing]
- <http://www.LINKS-simulations.com/TTT/SMttt.pdf> [Services Marketing]
- <http://www.LINKS-simulations.com/TTT/SCttt.pdf> [Supply Chain Management]



Tuesday, April 7 was a record-setting peak-demand day for the LINKS-simulations.com website, with 4,176 unique visits.



## Reminders

### **LINKS Passcode Retrieval:**

Convenient LINKS passcode retrieval for a LINKS participant (student or instructor) is possible via the “Retrieve LINKS Passcode” link on the main LINKS webpage (<http://www.LINKS-simulations.com>). Executing the “Retrieve LINKS Passcode” operation e-mails the firm’s passcode to the participant’s official e-mail address as currently recorded in the LINKS Simulation Database.

### **E-Mail Address Management:**

LINKS instructors submit their students’ e-mail addresses (grouped into teams) as part of the information-set provided to initialize a LINKS industry. Often, these are institutional rather than personal e-mail addresses. Since some participants prefer to use a personal e-mail address rather than an institutional e-mail address for LINKS, it’s possible for participants to update their official e-mail address as recorded in the LINKS Simulation Database.

Participant updates of official e-mail addresses as recorded in the LINKS Simulation Database are possible only after initialization and publication (via e-mail to all team members) of each LINKS firm’s passcode. Using their LINKS firm’s passcode, LINKS participants may change their official LINKS e-mail address after LINKS initialization via the “E-Mail Address Management” button in the LINKS Simulation Database. Confirmations of e-mail address changes are e-mailed to the old and new e-mail addresses.

### **Student Payment Timing:**

The published LINKS price (the discounted price) is in effect until the first round of LINKS is complete. Then, the price is increased 25%. This means that we can initialize your LINKS simulation event (and advance LINKS through to its normal starting point) and students can continue to pay at the discounted price until the first scheduled round is run. Before initialization can occur, we do need to receive your game-run schedule and the students’ e-mail addresses (grouped into teams).

It is not necessary for your students to pay before LINKS begins to have access to the discounted LINKS price. Students must only pay before the first official game run on your game-run schedule to receive the discounted price. Thus, student payments can occur simultaneously with the beginning of your LINKS simulation event.

Student payment with a personal credit card is via the “Pay For LINKS” link on the LINKS webpage.

As a practical matter, a final warning/reminder will be e-mailed to those students who haven’t paid by the first game run, before implementing the non-discounted price.

## LINKS Website Resources:

LINKS website (<http://www.LINKS-simulations.com>) links provide convenient access to all LINKS simulation variants, to the LINKS Simulation Database, to passcode-protected instructor resources, and to user interaction contact points such as "Pay For LINKS", "Payment Questions?", and "Retrieve LINKS Passcode".

## Some LINKS Resources:

- **Printed Manuals:** All LINKS manuals are freely available for download via the LINKS website. However, some LINKS instructors prefer to have publication-quality printed manuals provided for all of their students, rather than relying on their students to individually download/print the participant's manual from the LINKS website. We're happy to provide this service for LINKS instructors. The all-inclusive additional cost for participant manuals varies from \$18/student to \$28/student depending on the LINKS simulations variant. We normally need three weeks advance notice to arrange for production and shipping (to the instructor) from our on-demand printer.

- **What's New Document:** Please access the following document at the case-sensitive URL <http://www.LINKS-simulations.com/WhatsNew.pdf> to obtain a detailed listing of new updates/enhancements to LINKS. Experienced LINKS instructors should access this document several months before their next usage occasion, to review the updates/enhancements to LINKS since their last usage occasion.

- **LINKS Instructor Resources Access:** You may access the evolving LINKS Instructor Resources via the LINKS webpage. Contact the LINKS author, Randy Chapman ([Chapman@LINKS-simulations.com](mailto:Chapman@LINKS-simulations.com)), to obtain the relevant access parameters (username and passcode).

The LINKS-Simulations Newsletter is a monthly newsletter for current and prospective LINKS instructors and for LINKS friends. Please e-mail questions, comments, suggestions, and other contributions (e.g., LINKS teaching tips) to [Winkler@LINKS-simulations.com](mailto:Winkler@LINKS-simulations.com).  
Editor: Cyndy Winkler



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