

# International Entrepreneurship Educator's Programme

## Entrepreneurial Learning - Pedagogical Note Series

### 40. Use of the Quiz

#### 1. What is Use of the Quiz?

A quiz is usually a set of knowledge questions covering a particular body of knowledge. A quiz may also be used to test attitudes to a number of issues or areas of concern (for example a quiz about beliefs) or about how other people see things.: In general the quiz serves a number of useful purposes. It can be used at the beginning of a programme to test the existing knowledge base of the students. It is therefore a vehicle for discussing the proposed learning objectives in a module. It can be used at the end of a module to test learning. It can be used as a vehicle for the facilitator to bring out areas of contested 'fact' – for example what is the meaning of failure and what are the problems in measuring it? It can be an instrument for motivating the students to learn. It constitutes a more interesting means for students to acquire otherwise 'boring' facts. The quiz can also be used as a means of students setting up their own testing of learning or indeed testing the knowledge of the facilitator! It can be used as a means of 'teaching' how to develop appropriate questionnaires and to explore some of the pitfalls in this process.

#### 2. How can an exercise be constructed?

The quiz shown in the Annex below was used as part of an introduction to an Entrepreneurship Module on an MBA programme at the China Europe International Business School in Shanghai China. The aim was not only to test the existing knowledge of the students but also to surprise them as the role that small businesses had played in Chinese economic development in the previous 20 years. The results of the quiz were therefore a starting point for discussion as to why this was so and how it had happened. In the UK context it is relatively easy to develop a similar small business quiz as part of an introduction to a programme.

#### 3. Relevance to Entrepreneurial Learning

The quiz enables the existing knowledge base to be tested. It therefore provides the facilitator with knowledge as to the thresholds of learning of the students. It is obviously a means for engagement of students in the learning process and for sharing with them the learning objectives.

#### 4. Outcomes

That students are given a clear framework for the learning that is to take place and have the opportunity to question it.

### Annex

#### Example of a quiz used in China with MBA Students

#### Small and Medium sized Enterprise (SME) development - a Quiz

1. What proportion of the Chinese population is classed as 'rural'?  
40%  
50%  
60%  
70%  
80%
2. There are 624 million in employment?

How many are officially classed as unemployed?  
2 million  
5 million  
8 million  
10 million  
12 million

What % of the workforce is employed in: - agriculture (farming)

- state companies
- collectives
- foreign owned ventures
- individual businesses
- share holding businesses
- other private

3. Which is the fastest growing sector of the economy?

- the primary sector
- the secondary sector
- the tertiary sector

4. Which is the biggest contributor to industrial output in China?

- the state sector
- the collectives
- individual businesses
- other businesses

(including foreign companies and joint ventures)

5. The output of State Owned Enterprises has been:

- declining
- stagnant
- growing

in the last 5 years?

6. Individually owned businesses contributed 8% of gross industrial output in 1952

What % do they contribute now?

- 50%+
- 40%
- 30%
- 20%
- 10%
- less than 10%

7. Assets of State owned enterprises constitute less than one-fifth of total business assets in Guangdong. What proportion are they in Shanghai?

8. Township and Village Enterprises (TVEs) are the bulk of small businesses. There are 22 million of them.

What % of Gross Domestic product do they contribute?

- less than 10%
- 10-19%
- 20-29%
- 30-39%
- 40- 49%
- 50%+

What % of total export value do they produce?

- less than 10%
- 10-19%
- 20-29%
- 30-39%
- 40-49%
- 50%+

Of the 22 million how many are industrial enterprises?

- less than 5 million
- 5-10 million
- 10 - 15 million
- 15 million+

What proportion of the national **industrial** output is produced by TVEs?

- over 50%
- 40-50%
- 30-40%
- 20-30%
- 10-20%

What % of rural labour do they employ?

- 60%+
- 40-50%
- 30-40%
- 20-30%
- 10-20%

9. TVEs consist of collectives, shareholding companies and private/individual firms

Which are the most numerous?

Which group produces the highest added value?