

Dear Student,

All full-time applicants applying to the College for the first time must please complete the QPA and submit it together with the Application for Admission form.

The questions should be answered as thoroughly and honestly as possible in order for ACMM to make a proper assessment of the answers provided.

Thank you for efforts in this regard.

QUESTIONNAIRE PRIOR TO ADMISSION FORM (QPA)

QUESTION 1:

Describe in your own words what marketing management means to you?

QUESTION 2:

How do you believe that a qualification in marketing management will put you on your intended career path?

QUESTION 3:

Specifically referring to your career, where do you see yourself in 10 years?

QUESTION 4:

How many hours a week, outside of class, do you believe that you can dedicate to your studies?

_____ hours per week.

QUESTION 5:

Rate yourself according to the scale in the following characteristics.

1 being no possession of the characteristic and 8 being you possess the characteristic completely.

Please circle only the most applicable number per characteristic. E.g. If you are very loyal as a person you would circle 7 or 8 for Loyalty.

Category	Scale							
Perseverance	1	2	3	4	5	6	7	8
Loyalty	1	2	3	4	5	6	7	8
Discipline	1	2	3	4	5	6	7	8
Honesty	1	2	3	4	5	6	7	8
Thirst for knowledge	1	2	3	4	5	6	7	8
Friendliness	1	2	3	4	5	6	7	8
Respectfulness	1	2	3	4	5	6	7	8

QUESTION 6:

Rate your proficiency on the scale from 1 - 8 in the following categories as honestly as possible.

1 being very poor and 8 being an expert.

Please pick only one number for each category. E.g. If you are an avid reader you might circle a 7 or 8 for Reading.

Category	Scale							
Reading	1	2	3	4	5	6	7	8
Writing	1	2	3	4	5	6	7	8
English	1	2	3	4	5	6	7	8
Basic mathematical skills	1	2	3	4	5	6	7	8
Using a calculator	1	2	3	4	5	6	7	8
Researching topics	1	2	3	4	5	6	7	8
Self-Study	1	2	3	4	5	6	7	8
Working in a team	1	2	3	4	5	6	7	8
Concentration	1	2	3	4	5	6	7	8