

SANTA CLARA UNIVERSITY
MGMT 80: Global and Cultural Environment of Business
HANDOUTS – Assess Your Learning Styles

NAME:

Choose the answer which best explains your preference and circle the letter(s) next to it. **Please circle more than one** if a single answer does not match your perception. Leave blank any question that does not apply.

1. You are helping someone who wants to go to your airport, town center or railway station. You would:
 - a) draw, or give her a map.
 - b) tell her the directions.
 - c) write down the directions (without a map).
 - d) go with her.

2. You are not sure whether a word should be spelled 'dependent' or 'dependant'. You would:
 - a) see the word in your mind and choose by the way they look.
 - b) think about how each word sounds and choose one.
 - c) find it online or in a dictionary.
 - d) write both words on paper and choose one.

3. You are planning a holiday for a group. You want some feedback from them about the plan. You would:
 - a) use a map or website to show them the places.
 - b) phone, text or email them.
 - c) give them a copy of the printed itinerary.
 - d) describe some of the highlights.

4. You are going to cook something as a special treat for your family. You would:
 - a) look through the cookbook for ideas from the pictures.
 - b) ask friends for suggestions.
 - c) use a cookbook where you know there is a good recipe.
 - d) cook something you know without the need for instructions.

5. A group of tourists want to learn about the parks or wildlife reserves in your area. You would:
 - a) show them internet pictures, photographs or picture books.
 - b) talk about, or arrange a talk for them about parks or wildlife reserves.
 - c) give them a book or pamphlets about the parks or wildlife reserves.
 - d) take them to a park or wildlife reserve and walk with them.

6. You are about to purchase a digital camera or mobile phone. Other than price, what would most influence your decision?
 - a) It is a modern design and looks good.
 - b) The salesperson telling me about its features.
 - c) Reading the details about its features.
 - d) Trying or testing it.

7. Remember a time when you learned how to do something new. Try to avoid choosing a physical skill, e.g. riding a bike. You learned best by:
 - a) diagrams and charts - visual clues.
 - b) listening to somebody explaining it and asking questions.
 - c) written instructions – e.g. a manual or textbook.

- d) watching a demonstration.
8. You have a problem with your knee. You would prefer that the doctor:
- showed you a diagram of what was wrong.
 - described what was wrong.
 - gave you a web address or something to read about it.
 - used a plastic model of a knee to show what was wrong.
9. You want to learn a new program, skill or game on a computer. You would:
- follow the diagrams in the book that came with it.
 - talk with people who know about the program.
 - read the written instructions that came with the program.
 - use the controls or keyboard.
10. I like websites that have:
- interesting design and visual features.
 - audio channels where I can hear music, radio programs or interviews.
 - interesting written descriptions, lists and explanations.
 - things I can click on, shift or try.
11. Other than price, what would most influence your decision to buy a new non-fiction book?
- The way it looks is appealing.
 - A friend talks about it and recommends it.
 - Quickly reading parts of it.
 - It has real-life stories, experiences and examples.
12. You are using a book, CD or website to learn how to take photos with your new digital camera. You would like to have:
- diagrams showing the camera and what each part does.
 - a chance to ask questions and talk about the camera and its features.
 - clear written instructions with lists and bullet points about what to do.
 - many examples of good and poor photos and how to improve them.
13. Do you prefer a teacher or a presenter who uses:
- diagrams, charts or graphs.
 - question and answer, talk, group discussion, or guest speakers.
 - handouts, books, or readings.
 - demonstrations, models or practical sessions.
14. You have finished a competition or test and would like some feedback. You would like to have feedback:
- using graphs showing what you had achieved.
 - from somebody who talks it through with you.
 - using a written description of your results.
 - using examples from what you have done.
15. You are going to choose food at a restaurant or cafe. You would:
- look at what others are eating or look at pictures of each dish.
 - ask the waiter or friends to recommend choices.
 - choose from the descriptions in the menu.
 - choose something that you have had there before.
16. You have to make an important speech at a conference or special occasion. You would:
- make diagrams or get graphs to help explain things.
 - write a few key words and practice saying your speech over and over.
 - write out your speech and learn from reading it over several times.
 - gather many examples and stories to make the talk real and practical.

Please fill in these boxes to record your profile of preferences.

	a)	b)	c)	d)
Total for the questionnaire	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>