In general people did well in all the questions but the third one. I graded the test by the key (which is posted on the website) but understand that keys for short-answers don’t capture always include all items that deserve points. I awarded some points for valid answers that were not in the key. However, answers that missed key elements could not get full score no matter how many additional, secondary points they made.

1. **Study!!!**

2. **Read the question carefully.** I know you heard it before! But it really matters. For example, question four asked what was wrong with setting a prize equal to cost and what was *wrong* with setting it equal to the value of the innovation. A lot of people proceeded to explain what was *right* and left little room or thought for what was wrong.

3. **If the question asks for a list, focus on the list first and leave the examples and detailed explanations for later.** A lot of you spent a lot of time providing examples and detail but made few key points. The details are great, but if the question asks for list, make a list. You can add the details with your extra time.

4. **Outline the answer first. Prioritize key points.** It’s much easier to read an answer that guides the reader than to look for points in a scatter-shotgun answer that covers everything but highlights nothing. The best answers usually followed an outline or bullet format. One quiz taker listed all the key points they wanted to make – a brainstorm/outlines section – drew a line below it, and proceeded with the written explanation, crossing out each point as they wrote it into their answer. That was effective!

5. **Don’t hesitate to use scratch paper.**

6. **Avoid circular answers.** This happened a lot; especially for the second question which asked what was good and bad about IP as an incentive. Many, many answers (You know who you are…) wasted time, ink, and paper by explaining that IP was good because it was…. an incentive. “What’s good about an incentive is that it’s an incentive.”

7. **Think then write.** More words do not mean more points. Sometimes by writing everything down people showed what they didn’t know and how they were confused. In general, a scatter-shotgun approach will hurt you more often than it helps.

8. **Don’t hesitate to ask for clarification of questions.**