



The BRIC-ITT Game

Feedback Questionnaire for SME's

In which of the partner countries are you based?

- Great Britain
 Romania
 Bulgaria
 Lithuania
 Spain
 Portugal
 Other

1 Your experience of the BRIC-ITT game and website

1.1 How did you hear about the BRIC-ITT game?

- Recommended by a colleague
 Web search or web link
 At a seminar / training event

- Introduced by the local BRIC-ITT partner

Other (please specify) _____

1.2 Did you receive any form of instruction / introduction to playing the game?

	Yes	No
A guided hands-on session	<input type="checkbox"/>	<input type="checkbox"/>
A formal demonstration	<input type="checkbox"/>	<input type="checkbox"/>
An informal demonstration (e.g. watching a colleague)	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify) _____

1.3 What is your opinion of the following aspects of playing the BRIC-ITT game?

	Very Good	Quite Good	OK	Quite Poor	Very Poor
How easy it was to get started	<input type="checkbox"/>				
How easy it was to get instructions whilst playing the game	<input type="checkbox"/>				
The way in which you interact with the game	<input type="checkbox"/>				
The overall visual appeal of the game	<input type="checkbox"/>				
The applicability of the scenarios / tasks in the game	<input type="checkbox"/>				
The value of insights that you gained from playing the game	<input type="checkbox"/>				
The enjoyment that you got from playing the game	<input type="checkbox"/>				
Ease of interaction between game, course and knowledge resource on the website	<input type="checkbox"/>				



1.4 Has your experience of playing the game led to you carry out or plan any of the following actions?

	Already done so	Plan to do so	May do so in future	Not done so & no plans
Seeking more background information on trading with BRIC countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attending a course on trading with BRIC countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeking assistance from local experts (e.g. chamber of commerce)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommending the BRIC-ITT game to colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing the BRIC-ITT game again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1.5 One of the key objectives of the BRIC-ITT game is to raise your awareness and to test your level of readiness to start trading with BRIC countries. Having completed the game do you now feel more prepared and confident in approaching one or more of these countries?

- My company has little or no prior export experience, but now we have the confidence to give consideration to looking at the prospect of one or more of the BRIC markets.
- My company is already experienced in trading with non-BRIC markets but now we feel more informed about what those markets might offer and we will take positive actions towards engaging in trade with one or more of the BRIC countries.
- My company already trades with one or more of the BRIC countries, but now our eyes have been opened regarding potential opportunities in other BRIC markets.
- Having played the game we now realise that we do not have the necessary resources to enable us to successfully trade with BRIC countries.
- Playing the game has added little to my existing knowledge of the BRIC markets and my company will not be changing its trading strategy.

Other consequences (please specify)