

**PATTERNS OF MISCLASSIFICATIONS IN PUBLISHED
MULTIPLE-CHOICE QUESTION DIFFICULTY TAXONOMIES**

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Abstract

Virtually all introductory textbooks in marketing and business generally are accompanied by banks of multiple-choice questions, those questions usually being classified into three levels of difficulty. Examination of questions drawn from several such banks indicates that those difficulty classifications are only somewhat more accurate than could be accomplished on a random basis. Possibly patterns exist within the misclassifications that could inform classifications when made originally. Indeed, the present research finds that many questions classified as Easy or Hard are empirically of medium difficulty.