VPC2 C207 Data-Driven Decision Making Version 4

Section: IT & Computer Studies • **Total Questions:** 10 • **Format:** Verified Q&A

1. Why is a quantitative analysis important to the decision-making process?

(A) It examines and describes large sets of data.
(B) It creates a risk-management dashboard.
(C) It increases the experience of top management.
(D) It provides definable metric-analysis surveys.

2. A company runs a regression analysis to determine sales based on advertising expenditures, which can be shown in a linear equation as y = 2x + 25,000. The company plans to spend $20,000 on advertising. Which sales figure should the company expect to generate based on the given equation?

(A) $40,000
(B) $50,000
(C) $65,000
(D) $75,000

3. A plant manager wants to compare the production output for three assembly lines. Why is ANOVA the correct analysis technique to use for this scenario?

(A) ANOVA can determine the reason one assembly line outperforms the others.
(B) ANOVA can determine whether there is a significant difference in the output among the assembly lines.
(C) ANOVA can determine which assembly line has the most output.
(D) ANOVA can determine the rate at which production is completed for each assembly line.

4. Which analytic used in healthcare is calculated as a proportion of new cases compared to person-time units?

(A) Incidence rate
(B) Cumulative incidence
(C) Morbidity rate
(D) Prevalence

5. Management uses a net promoter score. What can management determine using this performance measurement?

(A) Financial and nonfinancial information

(B) Quality assurance benchmarks

(C) The likelihood a customer will recommend the company

(D) Quantifiable goals to gauge employee progress

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6. What are two qualities of key performance indicators (KPIs)? (Choose 2 answers.)

(A) They can be used as a tool for internal benchmarking.

(B) They often follow SMART criteria.

(C) They are flexible and easily changed.

(D) They require little to no ongoing maintenance.

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7. Research data indicate 95% confidence in a study in which subjects who were shown a product advertisement exhibited brand awareness compared to a control group who did not see the advertisement. What can be concluded from this study?

(A) Five percent of the subjects did not like the advertisement.

(B) The advertisement was effective in building brand awareness.

(C) The advertisement was effective in increasing sales.

(D) Ninety-five percent of the subjects liked the brand.

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8. A bakery owner would like to know how many cakes to sell for monthly profit to equal zero. Which analysis method should the owner perform?

(A) ANOVA

(B) T-test

(C) Break-even

(D) Crossover

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9. A professional services firm is undergoing a business process improvement exercise to improve productivity, staff morale, and client satisfaction. Management compensation will be tied specifically to improvement in productivity during the fiscal year. Which tool should be used to quantify a measurable standard to help the company track the productivity goal for the fiscal year?

(A) Balanced scorecard

(B) Net promoter score

(C) Results-based management

(D) Key performance indicator

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10. A nonprofit organization is asking for donations. It hopes to design an email campaign that will ensure it receives at least $50,000. The campaign will reach 10,000 donors and receive donations with a mean of $10 and a standard deviation of $5. Which measure should be used to determine the probability of the campaign receiving $50,000?

(A) Z-score

(B) T-statistic

(C) Median

(D) R-squared