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## WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q66-Q71):

### NEW QUESTION # 66

In an experimental study, researchers are testing a new flea preventive medication on dogs using a blind study. Dogs are treated with the new medication or with a placebo.

Who should know which dogs are given the medication or the placebo for this blind study?

- A. Only the researchers
- B. Neither the researchers nor the dog owners nor the response gatherers
- C. Only the dog owners
- D. The researchers, the dog owners, and the response gatherers

**Answer: A**

#### Explanation:

In a blind study, the purpose is to reduce bias that may influence responses or outcomes. In data-driven decision making, a blind study is designed so that subjects and response gatherers do not know which treatment is administered, while the researchers do retain this information to correctly manage and analyze the experiment.

In this scenario, dog owners and response gatherers should not know whether the dogs received the medication or a placebo, as this knowledge could influence reporting of outcomes or observations. However, researchers must know which treatment each dog receives to ensure proper administration, monitoring, and statistical analysis.

If neither researchers nor participants knew the assignments, the study would be classified as a double-blind study, which is not stated here. Allowing owners or response gatherers to know treatment assignments would introduce bias and undermine experimental validity.

Therefore, in a blind study, only the researchers should know which dogs received the medication or placebo, making option C the correct answer.

#### NEW QUESTION # 67

How does a balanced scorecard (BSC) differ from a key performance indicator (KPI)?

- A. A KPI aligns with just one aspect of an organization's success, whereas a BSC allows managers to view performance in several areas.
- B. A BSC and a KPI are identical except that a BSC is used in business settings, and a KPI is used exclusively by governmental agencies.
- C. A BSC aligns with just one aspect of an organization's success, whereas a KPI allows managers to simultaneously view performance in several areas.
- D. A BSC and a KPI are identical except that a BSC is a measurement of metrics over time, and a KPI is a snapshot of success at one point in time.

#### Answer: A

#### Explanation:

A key performance indicator (KPI) measures performance in a single critical area, such as revenue growth or customer satisfaction. In contrast, a balanced scorecard (BSC) provides a multi-dimensional view of organizational performance, typically across financial, customer, internal process, and learning perspectives.

Data-driven decision making emphasizes that relying on a single metric can lead to incomplete or biased conclusions. The BSC addresses this by integrating multiple KPIs into a cohesive framework aligned with strategic objectives.

Therefore, option A correctly explains the distinction between a KPI and a BSC.

#### NEW QUESTION # 68

A county government must increase trust among voters that their tallying machines are accurately calibrated to count their votes. Each department is tasked with creating an online marketing campaign; however, the budget for these campaigns is limited. How can the county apply data analytic approaches to allocate funds to each department?

- A. By surveying employees on polling strategies
- B. By surveying the county controllers
- C. By benchmarking the voter turnout rates in each county
- D. By measuring the number of voter complaints per department

#### Answer: D

#### Explanation:

Allocating limited resources effectively requires identifying where needs and risks are greatest. In data-driven decision making, measuring voter complaints per department provides a direct, objective indicator of trust issues and communication gaps. Departments with higher complaint volumes may require greater outreach to restore voter confidence. Using this metric allows funds to be allocated where they will have the greatest impact. Benchmarking turnout rates does not isolate departmental needs, and surveys of controllers or employees introduce subjectivity rather than evidence-based prioritization.

Therefore, the correct answer is A.

#### NEW QUESTION # 69

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. **\$65,000**
- C. \$75,000
- D. \$50,000

**Answer: B**

Explanation:

In linear regression, the equation  $y = mx + b$  is used to predict the value of the dependent variable based on the independent variable. In data-driven decision making, this equation represents the estimated relationship between advertising expenditure and sales revenue.

Here,  $x$  represents advertising spending,  $m$  is the slope (2), and  $b$  is the intercept (\$25,000). Substituting the planned advertising expenditure of \$20,000 into the equation gives:

$$y = 2(20,000) + 25,000$$

$$y = 40,000 + 25,000$$

$$y = 65,000$$

This result represents the expected sales revenue based on the regression model. The intercept indicates baseline sales when advertising spend is zero, while the slope shows the increase in sales for each additional dollar spent on advertising.

Therefore, the company should expect to generate \$65,000 in sales, making option C the correct answer.

**NEW QUESTION # 70**

What is a basic assumption of a z-score?

- A. **The mean is equal to zero with a standard deviation of 1.**
- B. Outlier data points are critical to a z-score calculation.
- C. Outlier data points must be eliminated from a z-score calculation.
- D. The mean is equal to zero with a standard deviation of 2.

**Answer: A**

Explanation:

A z-score standardizes a value by expressing how many standard deviations it lies from the mean. A fundamental assumption of z-score analysis in data-driven decision making is that the data can be transformed to a standard normal distribution with a mean of zero and a standard deviation of one.

This transformation allows analysts to compare values from different distributions on a common scale and to calculate probabilities using the standard normal table. The formula for a z-score subtracts the mean from the observed value and divides by the standard deviation, resulting in this standardized distribution.

Outliers are not eliminated by default in z-score calculations; instead, z-scores are often used to identify outliers. A standard deviation of 2 is incorrect and would not represent a standard normal distribution.

Therefore, the correct answer is A, reflecting the core assumption underlying z-score usage.

**NEW QUESTION # 71**

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