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WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q18-Q23):

NEW QUESTION # 18

What happens when an organization focuses on customers?

- A. It decreases costs for the organization and its suppliers.
- B. It reduces bias and fosters trust in decisions and plans.
- C. **It leads to an increase in revenue and market share.**
- D. It ensures consistency and efficiency among organization-wide activities.

Answer: C

Explanation:

A strong customer focus leads to increased revenue and market share, which is a key principle in data-driven decision making and quality management. Organizations that prioritize customer needs are better positioned to deliver value, improve satisfaction, and build long-term relationships.

By understanding customer preferences, behavior, and feedback through analytics, organizations can tailor products and services more effectively. This alignment increases customer loyalty, repeat business, and positive word-of-mouth, all of which contribute to

revenue growth and competitive advantage.

While focusing on customers may also improve efficiency, reduce bias, or lower costs, these outcomes are secondary benefits rather than the primary result. The most direct and measurable impact of customer focus is improved financial performance.

Therefore, the correct answer is C, as customer-focused organizations tend to experience higher revenue and expanded market share.

NEW QUESTION # 19

What is the basic difference between evaluating costs and benefits in the public and private sectors?

- A. Private projects generate considerable revenue.
- B. The benefits of public projects are easily quantifiable.
- C. The costs associated with public projects are minimal.
- D. The benefit of private projects is general public welfare.

Answer: A

Explanation:

The fundamental difference between cost-benefit evaluation in the public and private sectors lies in how benefits are defined and measured. In data-driven decision making, private-sector projects primarily focus on revenue generation and profitability, making option C the correct distinction.

Private organizations evaluate benefits using measurable financial outcomes such as revenue, profit margins, and return on investment. These metrics provide clear, quantifiable indicators of success. In contrast, public-sector projects often aim to maximize general public welfare, including social, environmental, and economic benefits that are more difficult to quantify monetarily.

Public-sector benefits may include improved public health, safety, education, or trust in government—outcomes that do not translate directly into revenue. Therefore, while costs are measurable in both sectors, benefits differ substantially in nature.

Options A and B are incorrect because public-sector costs are not minimal and public benefits are often difficult to quantify. Option D incorrectly assigns public welfare to private projects. Thus, the correct answer is C.

NEW QUESTION # 20

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

Answer: A

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 # 21

Which two statements describe Ishikawa's seven basic tools of quality?

Choose 2 answers.

- A. Processes are represented with photos of each input and output.
- B. An average worker can easily understand how to use the tools.
- C. The tools help develop advanced training for employees.
- D. Processes are represented graphically.

Answer: B,D

Explanation:

Ishikawa's seven basic tools of quality were designed to be simple, visual, and accessible. In data-driven decision making, these tools help employees identify, analyze, and solve quality problems without requiring advanced statistical expertise.

The tools—such as flowcharts, histograms, Pareto charts, and cause-and-effect diagrams—represent processes graphically, making patterns and issues easier to understand. Additionally, they are intentionally designed so that an average worker can easily understand and use them, supporting organization-wide quality improvement.

They do not rely on photographic representations, nor are they intended for advanced or expert-level training.

Instead, they empower frontline employees to participate in continuous improvement efforts.

Therefore, the correct answers are A and C.

NEW QUESTION # 22

Which term describes a response that appears the greatest number of times compared to other responses in a survey?

- A. Outlier
- B. Median
- C. Mean
- D. Mode

Answer: D

Explanation:

The mode is the value that appears most frequently in a dataset. In data-driven decision making, it is particularly useful for analyzing categorical or discrete survey data.

The median represents the middle value, the mean is the average, and outliers are extreme values. Because the question asks for the most frequently occurring response, the correct answer is A, mode.

NEW QUESTION # 23

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