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## WGU VPC2Data-Driven Decision MakingC207 Sample Questions (Q117-Q122):

### NEW QUESTION # 117

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 # 118

What is a statistical process control procedure for a drill manufacturer?

- A. Forecasting future consumer demand for its drills
- **B. Determining whether the weight of selected drills is within a tolerable range**
- C. Determining the different market segments for its drills
- D. Implementing collaborative planning forecasting and replenishment

**Answer: B**

Explanation:

Statistical process control (SPC) focuses on monitoring production processes to ensure they remain within acceptable limits. In data-driven decision making, SPC uses control charts and statistical measures to detect variation and identify whether a process is operating as intended.

For a drill manufacturer, determining whether the weight of selected drills is within a tolerable range is a classic SPC activity.

Consistent weight indicates stable materials and manufacturing processes, while deviations may signal defects or process drift.

Market segmentation and demand forecasting are strategic analytics tasks, not process control activities.

Collaborative planning forecasting and replenishment relates to supply chain coordination rather than manufacturing quality control.

Therefore, the correct answer is B, as SPC is concerned with maintaining process consistency and product quality.

#### NEW QUESTION # 119

What is a disadvantage of using a balanced scorecard?

- A. It does not include a mix of financial and nonfinancial performance measures.
- **B. It requires time and effort to develop a meaningful template.**
- C. It is expensive to implement effectively within an organization's operations.
- D. It does not link operations with company strategy.

**Answer: B**

Explanation:

A key disadvantage of using a balanced scorecard is that it requires significant time and effort to develop a meaningful and effective template. In data-driven decision making, the value of a balanced scorecard depends on careful selection of performance measures that align with organizational strategy.

Developing a balanced scorecard involves defining strategic objectives, selecting appropriate metrics, setting targets, and ensuring data availability. This process can be resource-intensive, especially in large or complex organizations. However, once implemented, the balanced scorecard offers substantial long-term benefits.

The other options are incorrect because the balanced scorecard explicitly includes both financial and nonfinancial measures and is designed to link operations with strategy. While implementation may involve some cost, expense alone is not typically cited as its primary disadvantage.

Therefore, the correct answer is A.

#### NEW QUESTION # 120

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

**Answer: C**

Explanation:

ANOVA, or analysis of variance, is the appropriate statistical technique when comparing the means of three or more groups. In this case, the plant manager wants to compare production output for three assembly lines, so ANOVA is the correct method because it can test whether the differences among the group means are statistically significant. It does not directly identify the reason for those differences, nor does it by itself determine the exact production rate mechanism. It also does not simply declare which assembly line has the most output without considering statistical variation. The strength of ANOVA is that it evaluates whether observed differences are likely due to actual process differences rather than random variation. If the ANOVA result is significant, further post hoc analysis may be used to determine which specific lines differ from one another. Therefore, the correct answer is that ANOVA can determine whether there is a significant difference in output among the assembly lines.

### NEW QUESTION # 121

How should a marketing consulting firm perform a cluster analysis for a new granola bar?

- A. Determine the different segments or groups to target
- B. Determine competitor benchmarks and forecasts for comparison
- C. Determine whether there are any granola bar sales trends
- D. Determine the reasons for consumer granola bar purchases

**Answer: A**

Explanation:

Cluster analysis is an unsupervised learning technique used to group observations based on similarity. In data-driven decision making, it is commonly used for market segmentation, allowing firms to identify distinct customer groups with similar preferences or behaviors.

For a new granola bar, cluster analysis helps determine which consumer segments exist, such as health-conscious buyers, convenience-focused consumers, or price-sensitive shoppers. This enables targeted marketing strategies and product positioning. Understanding reasons for purchase requires survey or causal analysis, not clustering. Competitor benchmarking and trend analysis involve different analytical techniques.

Therefore, the correct answer is B, determining different segments or groups to target.

### NEW QUESTION # 122

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