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The KPI Institute Certified KPI Professional Exam Sample Questions (Q46-Q51):

NEW QUESTION # 46

Which of the following statements is considered one of the most important fields used for KPI documentation from the perspective of importance to pursue performance results analysis?

- A. Cost of data gathering
- B. Benchmarking data
- C. Target
- D. Purpose

Answer: C

NEW QUESTION # 47

Objectives should start with:

- A. Nouns
- B. Value drivers
- C. Adjectives
- D. Action verbs

Answer: D

NEW QUESTION # 48

Which of the statements represents an objective?

- A. Nurture a learning environment that fosters creativity and innovation
- B. Active running projects
- C. Quality assurance
- D. Feedback system implementation

Answer: A

Explanation:

An objective should express a desired outcome or direction using clear action-oriented language. "Nurture a learning environment that fosters creativity and innovation" is an objective because it states what the organization aims to build and improve. "Feedback system implementation" is an initiative (a specific project /action). "Quality assurance" is a vague concept or function; it is not written as an objective unless phrased as an outcome (e.g., "Improve quality assurance effectiveness"). "Active running projects" is descriptive and not an objective. Clear objectives help KPI selection by defining what success means; then KPIs quantify progress (e.g., innovation ideas submitted, learning participation, skills attainment, engagement). A common pitfall is using nouns or department names ("Quality assurance") as objectives, which creates ambiguity and makes KPI selection arbitrary. Good practice is to phrase objectives with action verbs and results orientation, then cascade them into supporting objectives and KPIs at department and individual levels. This ensures alignment and avoids teams optimizing activities that don't move the intended organizational outcomes.

NEW QUESTION # 49

Which of the following statements is true?

- A. Cascading objectives to lower levels can happen by using the same objectives and by identifying specific objectives that can support those corporate objectives
- B. None of the answers

- C. Cascading stops at team level; there is no relevancy to cascade down to individual level
- D. Cascading objectives from organizational to departmental level can only happen by using the same objectives at the lower level

Answer: A

Explanation:

Objective cascading ensures alignment from corporate strategy down to departments, teams, and individuals.

It does not require copying the exact same objective at every level. Instead, effective cascading can occur in two ways: (1) shared objectives where the same objective is relevant across levels (e.g., "Improve customer experience"), and (2) supporting objectives where lower-level objectives are tailored to the work that contributes to corporate outcomes (e.g., IT: "Improve system uptime," Operations: "Reduce order cycle time," both supporting customer experience). Option C reflects this best practice. Option A is too rigid and ignores the need for role-specific contribution. Option D is incorrect because individual objectives are often critical for accountability and execution, provided they are set carefully to avoid tunnel behavior. A common challenge is misalignment: teams choose local objectives that look good but don't move strategic outcomes.

Cascading should preserve a clear "line of sight," using a KPI tree or strategy map to link individual and departmental KPIs to organizational scorecard measures.

NEW QUESTION # 50

Which KPI should be used to balance "New customers (#)"?

- A. Time to process orders (# / time)
- B. Customer complaints due to poor service or product quality (%)
- C. Increase market share to 20% by the end of the year
- **D. Profitable customers (%)**

Answer: D

Explanation:

"New customers (#)" can be increased by acquiring low-fit or low-margin customers, which may harm profitability and strain operations. A strong balancing KPI is profitable customers (%), because it ensures growth is healthy and sustainable-new customer acquisition should improve the quality of the customer base, not just the count. Option D is an objective/goal statement, not a KPI selection. "Time to process orders" is operational and may be impacted by growth, but it's a capacity/efficiency measure rather than the primary balance to acquisition quality. Complaints are useful as a quality guardrail, but they don't directly ensure the customers acquired are economically attractive; you can have low complaints and still have unprofitable customers. Measurement challenges include defining "profitable" (contribution margin after variable costs, CAC payback, lifetime value) and ensuring profitability is assessed over an appropriate time window. In practice, acquisition metrics are best balanced by unit economics (LTV/CAC, gross margin, payback period) and retention, so teams don't optimize top-line growth at the expense of long-term value.

NEW QUESTION # 51

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