XM-S&R-EXPERT

SAP Qualtrics CoreXM Expert Certification Questions & Answers

XM-S&R-EXPERT

Qualtrics Certified Strategy & Research Expert

60 Questions Exam – 70% Cut Score – Duration of 75 minutes

XM-S&R-Expert Practice Test

ERPPrep.com's XM-S&R-Expert PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP Qualtrics CoreXM Expert experts and experienced professionals. To prepare for the actual exam, all you need is to study the content of this exam questions. You can identify the weak area with our premium XM-S&R-Expert practice exams and help you to provide more focus on each syllabus topic covered. This method will help you to boost your confidence to pass the SAP Qualtrics CoreXM Expert certification with a better score.

XM-S&R-Expert Questions and Answers Set

Question: 1

Why is mobile responsiveness critical in survey design today?

Please choose the correct answer.

a) To embed HTML code more easily

b) To increase survey complexity

c) To improve search engine rankings

d) Because a large portion of users respond via smartphones

Answer: d

Question: 2

How can you ensure your sample is unbiased?

There are 2 correct answers to this question.

a) Use random sampling techniques

b) Send surveys only to employees

c) Remove responses from specific demographics

d) Match sample demographics to population

Answer: a, d

Question: 3

When building a stakeholder dashboard, what is a best practice?

Please choose the correct answer.

a) Include every available chart

b) Personalize views based on stakeholder roles

c) Use only free-text responses

d) Hide filters to keep interface clean

Answer: b

Question: 4

What storytelling technique helps engage stakeholders with both data and emotion?

Please choose the correct answer.

a) Word clouds only

b) Raw data dumps

c) Case-based narrative supported by metrics

d) Pie charts with segments

Answer: c

Question: 5

What are examples of statistical significance testing in survey analysis?

There are 2 correct answers to this question.

a) T-test

b) Word frequency count

c) Chi-square test

d) Drop-out rate

Answer: a, c

Question: 6

Which analysis methods are most suitable to discover trends in longitudinal survey studies?

There are 2 correct answers to this question.

a) Time series visualization

b) Correlation analysis

c) Static dashboards

d) Side-by-side chart comparisons

Answer: a, d

Question: 7

How can researchers increase participation rates in a time-sensitive study?

There are 2 correct answers to this question.

a) Offer a meaningful incentive

b) Keep the survey open indefinitely

c) Use time-limited survey links

d) Require login through internal systems

Answer: a, c

Question: 8

In the context of survey data, what does weighting help you achieve?

Please choose the correct answer.

a) Ensuring demographic representation

b) Eliminating invalid responses

c) Encrypting respondent identities

d) Removing duplicate entries

Answer: a

Question: 9

A telecom company wants to survey first-time customers. Their goals are:

- Minimize abandonment

- Capture specific feedback on onboarding

- Deliver an inclusive experience

What survey design strategies should they apply?

There are 3 correct answers to this question.

a) Display progress indicators

b) Include inclusive language and color contrast

c) Randomize the question order

d) Keep the survey under 10 questions

e) Add jargon-heavy technical questions

Answer: a, b, d

Question: 10

A research team at a university is preparing a longitudinal study on student satisfaction. They want:

- A consistent survey for annual tracking

- High reliability across waves

- Accurate segmentation by demographics

Which best practices should they follow?

There are 3 correct answers to this question.

a) Use identical core questions in each wave

b) Apply quota sampling based on enrollment data

c) Use random open-ended prompts each year

d) Include attention checks in every wave

e) Track changes in response behavior over time

Answer: a, b, e

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