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Vendor: IBM

Exam Code: 000-N34

Exam Name: IBM Tealeaf Technical Mastery Test v1

Version: Demo

Question No : 1

What can not be displayed in a Dashboard?

- A. Events
- B. Scorecards
- C. Top Mover Reports
- D. Reports broken down by time

Answer: A

Question No : 2

You are designing an Event on the payment step of a checkout flow for a business process scorecard. To ensure the scorecard is accurate, it is important that the Event:

- A. Counts only the first or last occurrence
- B. Counts every occurrence
- C. Records the cart value
- D. Never counts any occurrence

Answer: A

Question No : 3

Looking at the image,

Add Dimension:

Name:

Description:

Populated By:

Populate With:

▼ Advanced Options

Values to Record: **A**

Default Value: **B**

Max Values Per Hour: **C**

Allow Empty Values:

Set Value Display Order:

which Value to Record would you use to combine individual product codes so they are displayed in reports as product areas?

- A. Whitelist + Observed Values
- B. Whitelist Only
- C. Group Lists - Text
- D. Group Lists - Numeric

Answer: C

Question No : 4

A _____ is defined as an Event (or set of Events) that defines an error that causes

the visitor to drop off the process, as defined in a business process scorecard.

- A. Abandonment Step
- B. Failure Step
- C. Missing Step
- D. Proceed Step

Answer: B

Question No : 5

To build Reports, which of the following is required?

- A. RTV
- B. Search
- C. Events
- D. Dimensions

Answer: C

Question No : 6

When an Event fires, what value is ALWAYS recorded?

- A. Count
- B. Text Value
- C. Numeric Value
- D. Distance

Answer: A

Question No : 7

What questions should you NOT ask to define an event?

- A. How will the event be used?
- B. Where is the data displayed?

-
- C. How should the event be counted and valued
 - D. None of the above

Answer: D

Question No : 8

What is the first step in planning a business process scorecard?

- A. Create or identify existing Events for each step in the process.
- B. Identify a business process
- C. Configure the process scorecard
- D. Determine the steps that indicate the start, middle, and end of the process

Answer: B

Question No : 9

When Events fire, what happens:

- A. A counter is incremented that tracks the occurrence of the Event for Reports
- B. An Event value can be set and saved in the session data
- C. Dimension values can be set and saved in the session data
- D. All of the above

Answer: D

Question No : 10

Which type of Struggle Event looks for a user landing on a page multiple times?

- A. Sequence Event
- B. Thrashing Event
- C. Distance Event
- D. Purchase Event

Answer: B

Question No : 11

A Top Mover can track:

- A. The process scorecard events that fire most frequently
- B. The KPI scorecard ratios that are the highest
- C. The Events or ratios that deviate most from historical averages
- D. Site resources that have moved to a different directory

Answer: C

Question No : 12

Tealeaf uses _____ to look for patterns and values that may then be recorded by an Event.

- A. Dimensions
- B. Report Groups
- C. Hit Attributes
- D. Whitelists

Answer: C

Question No : 13

Session Attributes describe:

- A. Specific Text String
- B. Count
- C. A Trait or Component of a session
- D. Distance

Answer: C

Question No : 14

You want to investigate an increase in shopping cart abandonment. Which type of sessions should you search when looking for examples of sessions with abandoned shopping carts?

- A. Active Sessions
- B. Completed Sessions
- C. All Sessions
- D. All of the above

Answer: B

Question No : 15

Looking at the image,

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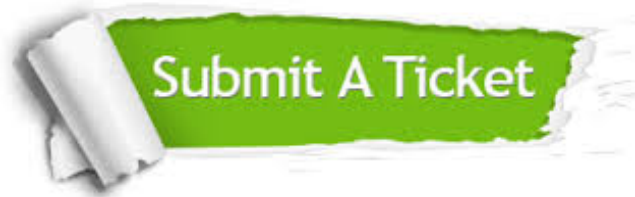
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