Vendor:IBM

Exam Code:C2080-474

Exam Name:IBM Tealeaf Customer Experience Management V8.7 Business Analysis

Version: Demo

QUESTION 1

An analyst for an insurance company wants to monitor usability KPIs for new customers. Which configuration on the KPI scorecard limits KPI results to new customers?

A. Select the dimension on the KPIs tab of the KPI Scorecard.

B. Select the dimension on the General tab of the KPI Scorecard configuration.

C. Select the report group and dimension on the KPIs tab of the KPI Scorecard configuration.

D. Select the report group and dimension on the General tab of the KPI Scorecard configuration.

Correct Answer: D

QUESTION 2

A KPI is composed of the events in the following image:

Total Activity	Focus 09/13/2013	
Chk: Step 1 - Proceed to Checkout_CF	369	
Indicator	**Event Count**	**% Activity**
1 - Promo Code Issue & Abandon	69	
2 - Payment Issue	57	
3 - Biling Information Issue	48	
4 - Shipping Information Issue	0	

These events are weighted as indicated in the following image:

Configure KPI Event Weights

☑ Weighted KPI

Promo Code Issue & Abandon	40	%
Payment Issue	20	%
Billing Information Issue	20	%
Shipping Information Issue	20	%
Total	100	%

What is the formula for the weighted count used to compute the % Activity for event Promo Code Issue and Abandon?

A. Weighted Count = 69 * 0.25

B. Weighted Count = 69 * 0.40

C. Weighted Count = (69 * 0.40) / 0.25

D. Weighted Count = 69 * (0.40 / 0.25)

Correct Answer: D

QUESTION 3

How many Session Attributes can users define?

A. 24

B. 30

C. 64

D. Unlimited

Correct Answer: C

QUESTION 4

Which statement about ReqSet rules is true?

A. A ReqSet rule can be used to insert arbitrary text into a field in the request.

B. ReqSet rule cannot be used to copy an item from the response to the request.

C. Unlike a Block rule, a ReqSet rule does not support the use of regular expressions.

D. Although items from any section of the request can be copied, only a ReqSet rule can be used to copy to the [appdata] section.

Correct Answer: A

QUESTION 5

An analyst in a retail organization is asked to provide a weekly report indicating the average number of payment errors per session. To accomplish this, the analyst created an event counting the number of payment errors per session. The event will be used as the value for the event used in the report. The two events are Events A and B:

-

Event A counts the number of payments errors per session.

-

Event B will be created by the analyst to be used in a report. When should Event B fire?

A.

Every Hit

B.

After Every Hit

C.

End of Session

D.

After Every Step

Correct Answer: C

QUESTION 6

The marketing department wants to track the value of goods in the shopping cart at the moment when customers abandon, in order to develop a report on the total revenue currently lost through abandonment. An event has been created to identify and store the value of the shopping cart present in the response. Which tracking option should be used for this event?

A. First Per Session

B. Last Per Session

C. Cumulative Value

D. Every Occurrence

Correct Answer: B

QUESTION 7

A travel company has created a business process scorecard for its Rewards points redemption process, which has five steps.

The scorecard works properly, but the program director wants the scorecard to only show results from the United States, as the program had not yet been launched in other countries. The analyst edited the scorecard to use the "Geography" report group and the "Registration: Country-USA" dimension, as follows:

However, upon saving the edited process scorecard, three of the steps are now missing. What must the analyst modify?

A. Change the Permissions for the scorecard.

B. Adjust the Grades to accommodate the report group.

C. Create a new scorecard; do not edit an operational scorecard.

D. Add the Geography report group to the events missing from the scorecard.

Correct Answer: D

QUESTION 8

What is a limitation of Ratio Reports?

A. Functions cannot be added to Ratio Reports.

B. Event counts and sums cannot be used in combination.

C. Drill-down searches from the grid table are not available.

D. The denominator must always be larger than the numerator.

Correct Answer: C

QUESTION 9

A business analyst creates an event with multiple conditions that uses one or more step-based events. The event must be set to be evaluated at which interval?

A. Every Hit

B. Every Step

C. After Every Hit

D. First Hit of Session

Correct Answer: B

QUESTION 10

When editing an event, the panel for a particular report group is highlighted in gray indicating it has been disabled. Why can a report group be disabled?

A. A dimension in the report group is populated by the event being edited.

B. A dimension in the report group has not been committed to the server.

C. The report group has been disabled because it generated too many facts.

D. The report group has been disabled because it will not be available at the time the event fires.

Correct Answer: C

QUESTION 11

Top Mover Report Alerts can be created to monitor deviations for which two of the following?

A. Ratios

B. Events

C. Searches

D. Response times

E. Dashboard components

Correct Answer: AB

QUESTION 12

In the business process scorecard a developer has defined the failure step to be a compound event. The conditions of

this event use the output of all error events that may apply to the business process pages defined in the scorecard. Which evaluation should be applied to the error events in the compound failure event?

A. Contains

B. Logical OR

C. Logical AND

D. No evaluation required.

Correct Answer: B

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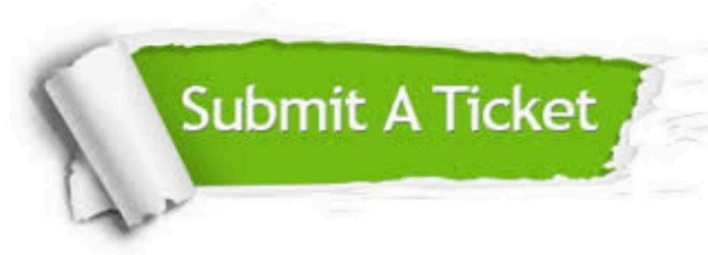
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