A00-240 Q&As

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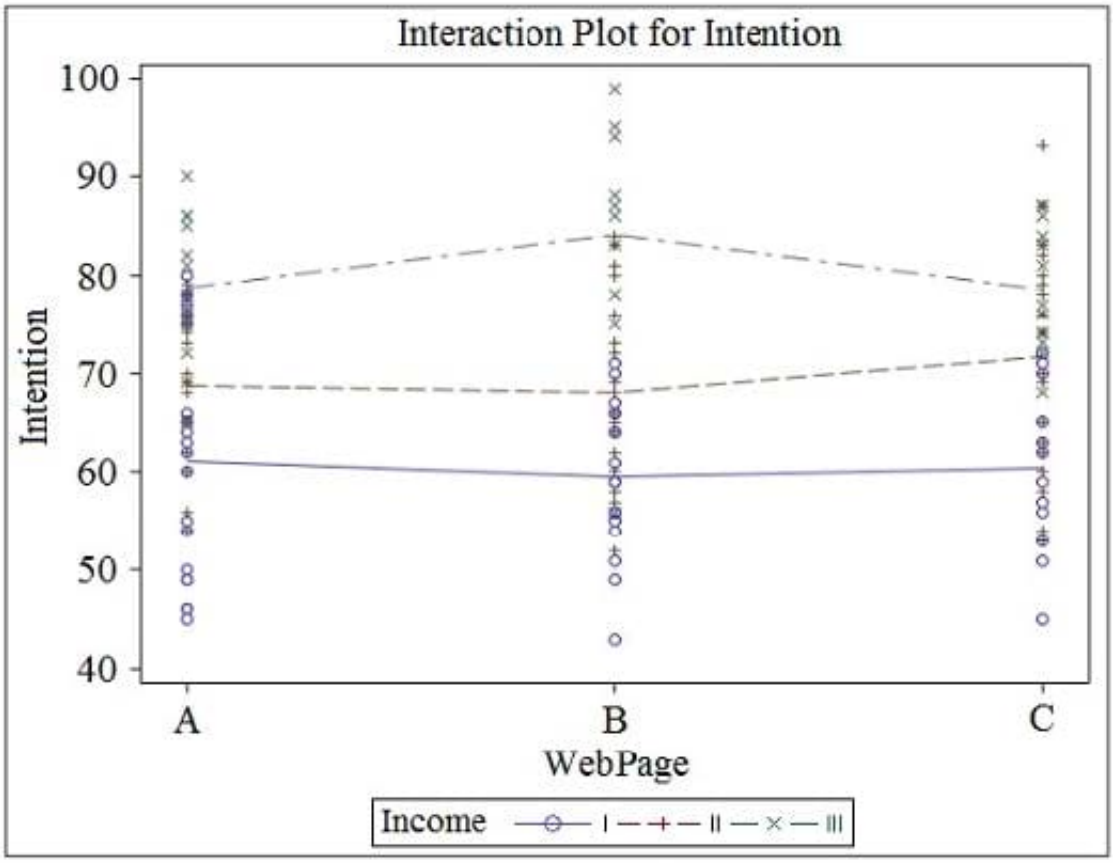
QUESTION 1

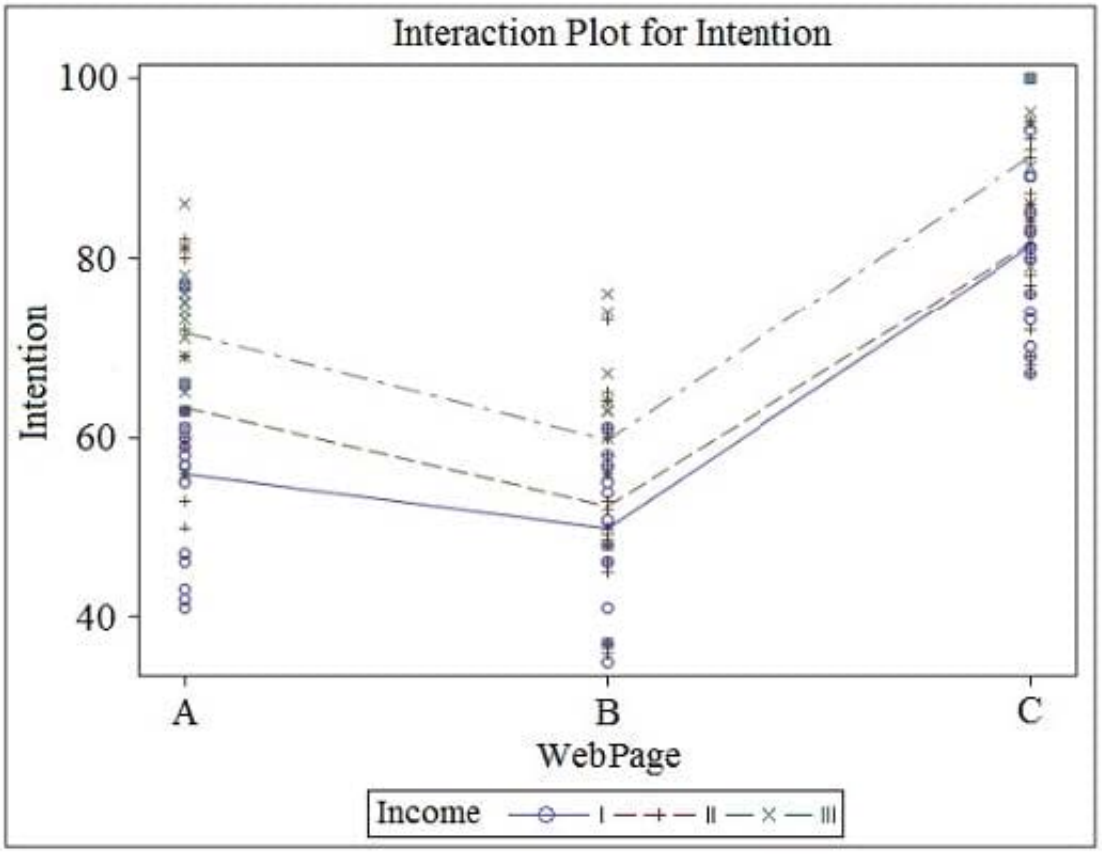
A marketing analyst assessed the effect of web page design (A, B, or C) on customers\\' intent to purchase an expensive product. The focus group was divided randomly into three sub-groups, each of which was asked to view one of the web pages and then give their intent to purchase on a scale from 0 to 100. The analyst also asked the customers to give their income, which was coded as: I (lowest), II (medium), or III (highest). After analyzing the data, the analyst claimed that there was significant interaction and the webpage design mainly influenced high income people.

Which graph supports the analyst\\'s conclusion?

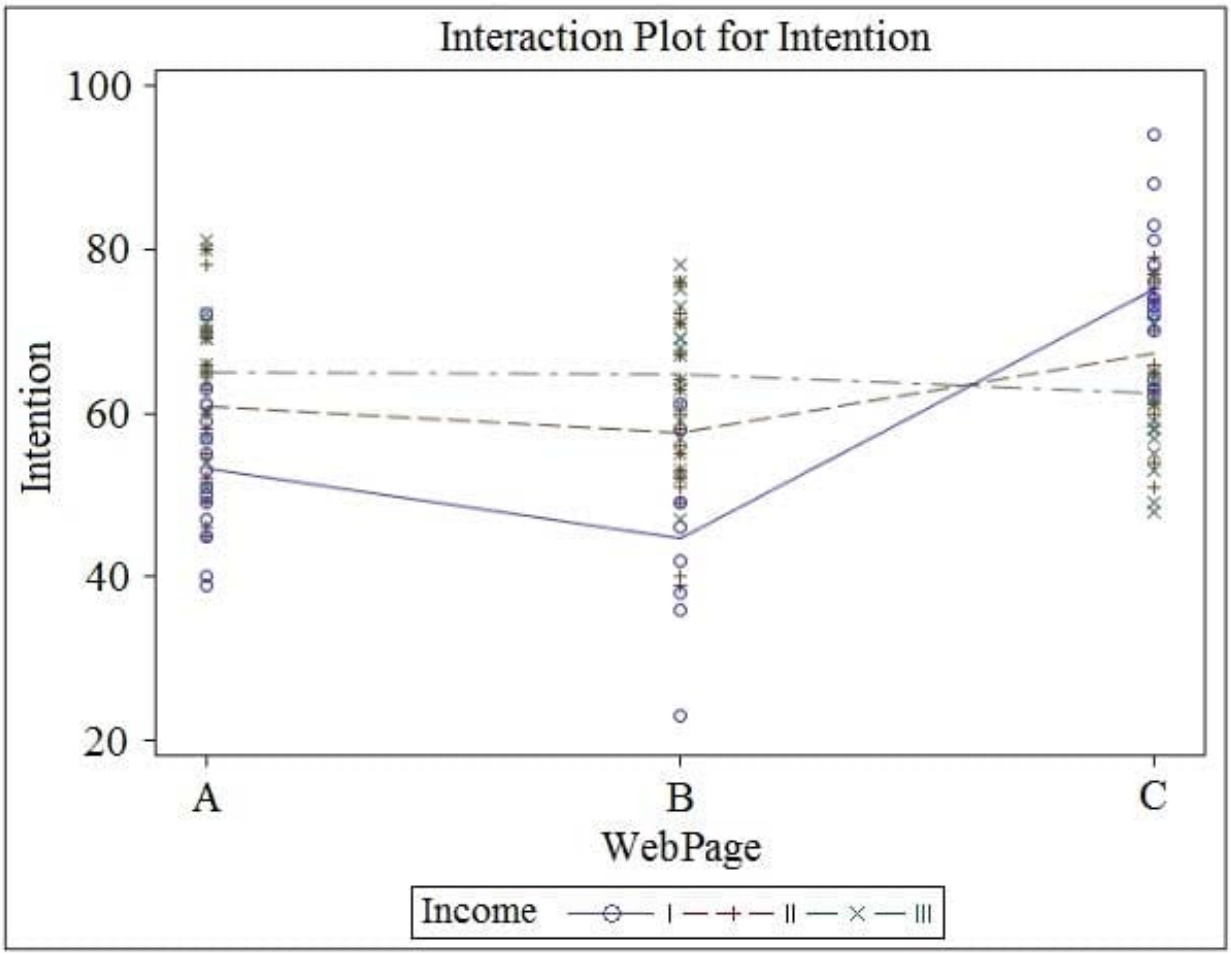
A.


Interaction Plot for Intention
100
90
80
70
60
50
40
Intention
A
B
C
WebPage
Income
I
II
III

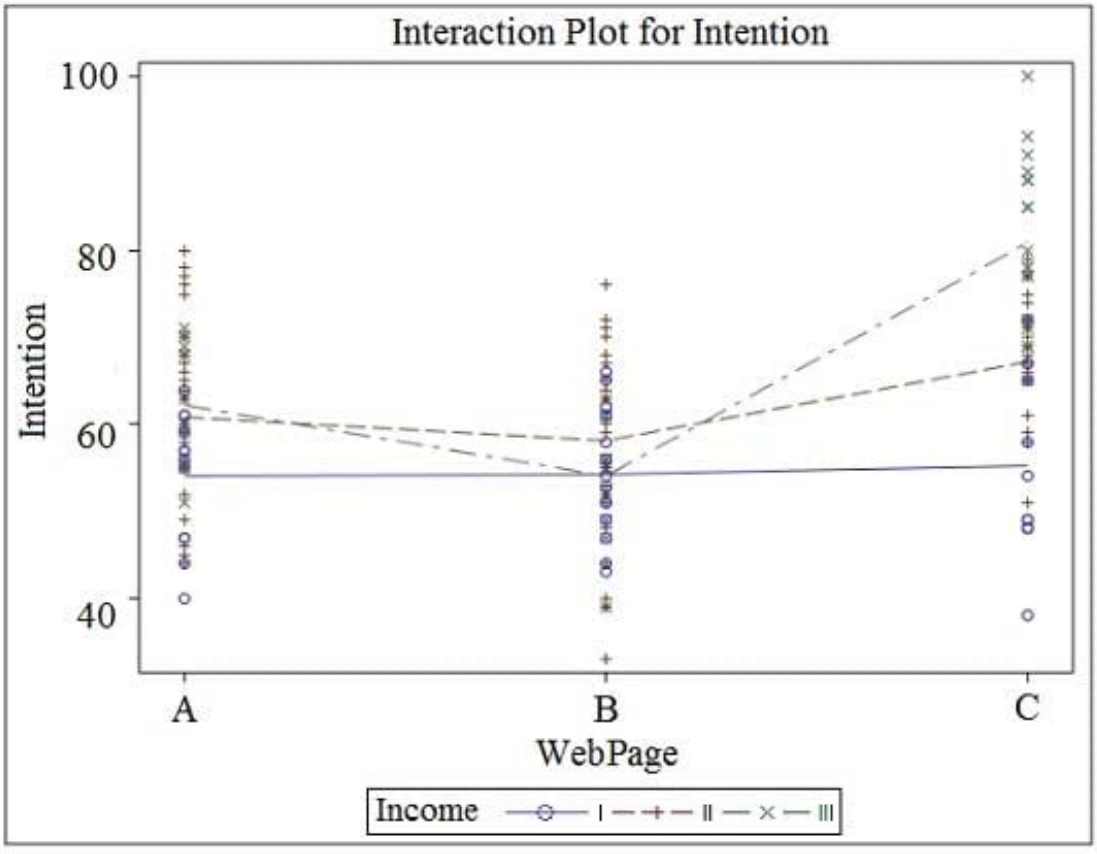
B.


Interaction Plot for Intention
100
80
60
40
Intention
A
B
C
WebPage
Income
I
II
III

C.


Interaction Plot for Intention
100
80
60
40
20
Intention
A
B
C
WebPage
Income
I
II
III

D.


Interaction Plot for Intention
100
80
60
40
Intention
A
B
C
WebPage
Income
I
II
III

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: A

QUESTION 2

A researcher has several variables that could be possible predictors for the final model. There is interest in checking all 2-way interactions for possible entry to the model. The researcher has decided to use forward selection within PROC LOGISTIC. Fill in the missing code option that will ensure that all 2-way interactions will be considered for entry.

```
proc logistic data=finances;
   class gender branch;
   model default = gender branch income debt
                   gender|branch|income|debt @2
         / selection=forward slentry=0.01 <insert option here> ;
run;
```

A. start = 5

B. include = 4

C. include = 5

D. start = 4

Correct Answer: C

QUESTION 3

A financial services manager wants to assess the probability that certain clients will default on their Home Equity Line of Credit (HELOC). A former employee left the code listed below.

```
proc logistic data = MYDIR.HELOC des outest=MSG;
    model DEFAULT = amount job_code years_at_residence;
run;

proc score data = MYDIR.RECENT_HELOC
                                out = SCORED_HELOC
                                score = MSG
                                type = parms;
    var Amount Job_code Years_at_residence;
run;
```

The training data set is named HELOC, while a similar data set of more recent clients is named RECENT_HELOC. Which SAS data steps will calculate the predicted probability of default on recent clients? (Choose two.)

☐ A.
```
data NEW_PROB;
    set SCORED_HELOC;
    p=1/(1+exp(-DEFAULT));
run;
```

☐ B.
```
data NEW_PROB;
    set SCORED_HELOC;
    ODDS = exp(DEFAULT);
    p = ODDS /(1+ODDS);
run;
```

☐ C.
```
data NEW_PROB;
    set SCORED_HELOC;
    p=(1+exp(DEFAULT))/exp(DEFAULT);
run;
```

☐ D.
```
data NEW_PROB;
    set SCORED_HELOC;
    p = DEFAULT /(1+DEFAULT);
run;
```

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: AB

QUESTION 4

A predictive model uses a data set that has several variables with missing values.

What two problems can arise with this model? (Choose two.)

A. The model will likely be overfit.

B. There will be a high rate of collinearity among input variables.

C. Complete case analysis means that fewer observations will be used in the model building process.

D. New cases with missing values on input variables cannot be scored without extra data processing.

Correct Answer: CD

QUESTION 5

Which SAS program will detect collinearity in a multiple regression application?

A.
```
proc reg data = SASUSER.RETAIL;
   model Purchase = Gender Age Income / lackfit;
run;
```

B.
```
proc reg data = SASUSER.RETAIL;
   model Purchase = Gender Age Income / vif;
run;
```

C.
```
proc reg data=SASUSER.RETAIL plots(only)=(COOKSD);
   model Purchase = Gender Age Income;
run;
```

D.
```
proc reg data=sasuser.retail plots(only)=(RSTUDENTBYPREDICTED);
   model Purchase = Gender Age Income;
run;
```

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: B