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QUESTION 1

_____ testing method provides useful information on respondents\' perceptions of the response task, how respondents recall and report events, and how they interpret specified reference periods.

- A. Cognitive
- B. Psychometric testing
- C. Biometric testing
- D. Psychographic testing

Correct Answer: A

QUESTION 2

The American Society for Quality has formed six categories of quality tools. Which of the following is NOT out of those categories?

- A. Cause Analysis
- B. Evaluation and decision making
- C. Process analysis
- D. Idea adoption

Correct Answer: D

QUESTION 3

For example, a bathroom scale that always reads 185 pounds is reliable. Although the scale may be reliable and consistent, it is not valid if the person does not weigh 185 pounds.

So, in conventional use, the term validity refers to: (Choose two.)

- A. The degree to which the measurement made by a interviews corresponds to some fair value
- B. The degree to which the measurement made by a focus group corresponds to some true or real value
- C. The extent to which an empirical measure accurately reflects the meaning of the concept under consideration
- D. The degree to which the measurement made by a survey corresponds to some true or real value

Correct Answer: CD

QUESTION 4



A more proactive posture would be to develop an organization-wide approach to quality measurement that meets both internal and external demands.

This approach is:

- A. A task that should be completed at once
- B. A task that should be done in chunks of improvement process
- C. Not a task that can be completed once, rather a journey that has many potential pitfalls and detours
- D. A task that should be completed through a series of related activities

Correct Answer: C

QUESTION 5

Health organizations measure performance to meet multiple internal and external needs and demands.

Internal quality improvement literature identifies some fundamental purposes for conducting performance measurement such as:

- A. Assessment of current performance
- B. Demonstration and verification of performance improvement activities
- C. Control of evaluation
- D. Both A and B

Correct Answer: D

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