

**Exam : IBM COG-142**

**Title : IBM Cognos 8 BI Scorecard  
Developer**

**Version : Demo**

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1. Which of the following is a step in the process of loading data from a Cognos Planning system into a Metric Studio application?

- A. Create a Framework Manager model in Metric Designer.
- B. Transfer the metrics to the Contributor store.
- C. Create a Framework Manager model from published Contributor data.
- D. Transfer live Analyst data directly into the metric store.

**Answer: C**

2. Which of the following sets of metrics would be MOST appropriate for the balanced scorecard model?

- A. Number of new hires, Turnover rate, Head count, Average age
- B. Revenue, customer satisfaction, product quality, percent of employees trained
- C. Sales, revenue per sq ft, product quality, number of returns
- D. Global revenue, revenue for services, revenue for product sales, revenue for support

**Answer: B**

3. A scorecard application has been implemented using the balanced model, where four scorecards were created for each perspective. Which perspectives contain the following metrics?

defects per unit

number of returns

number of recalls

- A. Financial and Customer
- B. Customer and Internal Process
- C. Internal Process and Learning and Growth
- D. Financial and Learning and Growth

**Answer: B**

4. The data that needs to be populated in the metric store requires consolidation and data cleansing from various data sources. What is the MOST appropriate data loading technique to accomplish this?

- A. Manual entry
- B. Metric Designer

- C. SQL scripts (structured query language)
- D. An ETL tool (extraction, transformation, and loading)

**Answer: D**

5. A user is presented with the Sales and Marketing scorecard. Based on the information provided, what business calendar level has been selected?

	Name	Actual	Target	Variance	Variance %	Time Period
	Sales and Marketing Derived Performance					Jan 2008
●	Retailer survey	71.76%	70.00%	1.76%	2.51%	2007
■	New products	1	10	-9	90%	2007 Q3
●	Quantity sold	2,868,410	2,463,780	404,630	-16%	Jul 2007
●	Product survey	84.65%	75.00%	9.65%	12.87%	2007
◆	Product count	246	250	-4	2%	2007
●	Discount %	4.37%	5.50%	-1.13%	20.60%	Jul 2007
■	New retailers	4	15	-11	73%	2007 Q3
◆	Retailer count	417	450	-33	7%	2007

- A. Most recent values
- B. Monthly level values
- C. Quarterly level values
- D. Yearly level values

**Answer: A**

6. Americas Derived Performance is a derived index metric based on all the metrics in the Americas scorecard. Using the most recent view, the status for Americas Derived Performance is not showing. What must a user do to see the status of Americas Derived Performance?

Name	Actual	Target	Variance	Time Period
Americas Discount %	6.21%	5.50%	0.71%	Dec 2007
Americas Retailer survey	70.91%	70.73%	0.18%	2007
Americas Product survey	84.00%	74.84%	9.16%	2007
Americas Quantity sold	617,643	469,040	148,603	Dec 2007
Americas New Products	8	10	-2	2007 Q4
Americas New Retailers	7	15	-8	2007 Q4
Americas Derived Performance				Dec 2007

- A. Select calendar level as Month and calendar period as December.
- B. Select calendar level as Quarter and calendar period as Q4.

- C. Select calendar level as Year and calendar period as 2007.
- D. Select show the to-date status values for open periods as of Dec 1, 2007.

**Answer: C**

7. How would a user be able to view a list of their metrics according to the goals of their business?

- A. Sort and trend
- B. Strategies
- C. Watch list
- D. Metric types

**Answer: B**

8. What can the user create to indicate that they have taken a corrective step to improve the performance of a metric?

- A. Project
- B. Strategy
- C. Action
- D. Report

**Answer: C**

9. Which of the following items is stored in the content store?

- A. Metric actions
- B. Scorecard projects
- C. Metric diagrams
- D. Scorecard Cognos 8 reports

**Answer: D**

10. Which of the following items is stored in the metric store?

- A. Metric studio user preferences
- B. Published Metric Designer jobs
- C. Metric package data source definition

D. Specifications for metric maintenance tasks

**Answer: A**

11. Which of the following items must be defined at the time of package creation?

- A. Root scorecard
- B. Business calendar levels
- C. Scorecard methodology
- D. Default tolerance percent

**Answer: B**

12. What must exist prior to creating a metrics package?

- A. Scorecards
- B. Business calendar
- C. Database
- D. Metric types

**Answer: C**

13. The HR department is required to monitor headcount, which is a metric type defined as 'On Target is Positive'. The target is 1000 and the range for on target is positive is 50%. The tolerance is 10%. What is the range of values for the upper yellow band?

- A. 1001-1050
- B. 1051-1150
- C. 1101-1150
- D. 1101-1199

**Answer: B**

14. What must be created to get an accurate idea of customer satisfaction and how it rates against the organization's target and the competitors' ratings?

- A. Create a benchmark column for the competitor's rating and create a customer satisfaction metric using performance pattern of 'Above target is positive'.

- B. Create a stretch column for your customer satisfaction target and set the competitor's rating using performance pattern of 'Below target is positive'.
- C. Create a customer satisfaction metric using performance pattern of 'Above target is positive' and set the target value as the competitor's rating.
- D. Create a customer satisfaction metric using performance pattern of 'On target is positive', where the lower threshold is the customer's rating and the upper threshold is your stretch target.

**Answer: A**

15. Given the following information, what is the score?

Metric type performance pattern: Below target is positive

Default Tolerance: 200

Score per tolerance: 1

Target: 4000

Actual: 4400

- A. Score is 2
- B. Score is 1
- C. Score is -2
- D. Score is -1

**Answer: C**

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