1. A data analyst uses the SMART methodology to create a question that encourages change. In the SMART methodology, how is this question type described?
   a. Action-oriented
   b. Results-focused
   c. Motivational
   d. Transitional

2. What is prioritized when asking a specific SMART question? Select all that apply.
   a. Keeping the question simple
   b. Ensuring the question is significant
   c. Focusing on a single topic or a few closely related ideas
   d. Asking about the era, phase, or period involved

3. A data analyst working for a coffee roaster is writing questions for a customer experience survey. One of the questions asks, "Do you prefer online or in-store?" Then, they rewrite it to ask, "Do you prefer purchasing coffee beans through our online marketplace or by shopping at our retail store?" Why is this a more effective question?
   a. The first question contains slang that might not make sense to everyone, whereas the second question is easily understandable.
   b. The first question is vague, whereas the second question includes important context.
   c. The first question is leading, whereas the second question could have many different answers.
   d. The first question is closed-ended, whereas the second question encourages the respondent to elaborate.

4. A data team at a high-tech company writes questions for a focus group. They use common abbreviations such as PLS for "please" and LMK for "let me know." A supervisor then suggests spelling everything out in order to ensure the questions are fair. What are they trying to achieve?
   a. Presenting questions with straightforward wording
   b. Asking irrelevant questions
   c. Avoiding leading people to a particular response
   d. Writing questions that do not make assumptions