

Sample Short Questions (See correct responses below)

1. For which measurement challenge below would an on-site survey be the most likely to generate actionable data?
  - A. Likelihood to purchase
  - B. Level of online "Buzz"
  - C. Meeting visitor needs
  - D. Impact of search optimization
  
2. Which of the following is an example of an external factor that can affect goal achievement on your website?
  - A. Seasonal variations in demand and interest
  - B. Marketing programs driving traffic to your website
  - C. Changes to your website's home page
  - D. Website server failures

**Answers:**

1. C
2. A