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QUESTION 1

Which of the following describes a concordant pair of observations in the LOGISTIC procedure?

A. An observation with the event has an equal probability as another observation with the event.

B. An observation with the event has a lower predicted probability than the observation without the event.

C. An observation with the event has an equal predicted probability as the observation without the event.

D. An observation with the event has a higher predicted probability than the observation without the event

Correct Answer: D

QUESTION 2

Suppose training data are oversampled in the event group to make the number of events and non-events roughly equal. A logistic regression is run and the probabilities are output to a data set NEW and given the variable name PE. A decision rule considered is, "Classify data as an event if probability is greater than 0.5." Also the data set NEW contains a variable TG that indicates whether there is an event (1=Event, 0= No event).

The following SAS program was used.

```
data NEW;
    set NEW;
    Solicit = PE > .5;
run;
proc means data=NEW(where = (TG=1)) mean;
    var Solicit;
run;
```

What does this program calculate?

A. Depth

B. Sensitivity

C. Specificity

D. Positive predictive value

Correct Answer: B

QUESTION 3

Given the following LOGISTIC procedure:

```
proc logistic data = MYDIR.CONVERT des outest=OUTFILE_1;
    model  Attrite = Calls Plan Billing_code;
    score data=MYDIR.NEW_ATTRITE_DATA out=OUTFILE_2;
run;
```

What is the difference between the datasets OUTFILEJ and OUTFILE_2?

A. OUTFILE_1 contains the final parameter estimates while OUTFILE_2 contains the newly scored probabilities.

B. OUTFILE_1 contains the model goodness of fit statistics while OUTFILE_2 contains the newly scored probabilities

C. OUTFILE_1 contains the model goodness of fit statistics while OUTFILE_2 contains the newly scored logits.

D. OUTFILEJ contains the final parameter estimates and Wald Chi-Square values while OUTFILE_2 contains the newly scored probabilities.

Correct Answer: A

QUESTION 4

A marketing manager attempts to determine those customers most likely to purchase additional products as the result of a nation-wide marketing campaign.

The manager possesses a historical dataset (CAMPAIGN) of a similar campaign from last year.

It has the following characteristics:

1.

 Target variable Respond (0, 1)

2.

 Continuous predictor Income

3.

 Categorical predictor Homeowner(Y, N) Which SAS program performs this analysis?

```
 A.  proc logistic data=MYDIR.CAMPAIGN descending;
         class Homeowner;
         model Respond = Income Homeowner;
     run;

 B.  proc logistic data = MYDIR.CAMPAIGN descending;
         by Homeowner;
         model Respond = Income Homeowner;
     run;

 C.  proc logistic data = MYDIR.CAMPAIGN descending;
         model Respond = Income Homeowner;
     run;

 D.  proc logistic data = MYDIR.CAMPAIGN descending;
         class Income Homeowner;
         model Respond = Income Homeowner;
     run;
```

A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: A

QUESTION 5

Select the equivalent LOGISTIC procedure model statements. (Choose two.)

A. Mode1 Purchase * Gender Age Region;

B. Mode1 Purchase * Gender | Age | Region;

C. Mode1 Purchase * Gender|Age|Region @1;

D. Mode1 Purchase * Gender|Age|Region @2;

Correct Answer: AC

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