

# Qualtrics XM-S&R-Expert Certification Exam Syllabus and Exam Questions

Qualtrics XM-S&R-Expert Exam Guide

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This guide provides a comprehensive preparation resource for the Qualtrics Certified Strategy & Research Expert (XM-S&R-Expert) exam. It includes detailed insights into the certification structure, key topic areas such as research design, data analysis, stakeholder storytelling, and dashboard personalization. Featuring expert-crafted sample questions and proven test strategies, this PDF equips candidates with the tools and confidence to succeed in the Qualtrics CoreXM Expert certification with a strong final score.

# Introduction to Qualtrics Certified Strategy & Research Expert Exam

Qualtrics XM For Strategy & Research Expert (XM-S&R-Expert) preparation guide helps you to get focused on exam. This guide also helps you to be on XM-S&R-Expert exam track to get certified with a good score in the final exam.



## XM-S&R-Expert Qualtrics XM For Strategy & Research Expert Exam Summary

- **Exam Name:** Qualtrics Certified Strategy & Research Expert
- **Exam Code:** XM-S&R-Expert » [SAP Qualtrics CoreXM Expert Certification Online Practice Test](#)
- **Level:** Associate
- **Exam Price:** \$500 (USD)
- **Duration:** 75 mins
- **Number of Questions:** 60
- **Passing Score:** 70%
- **Schedule Exam:** [Purchase XM For Strategy & Research Expert Certification](#)
- **Sample Questions:** [Qualtrics CoreXM Expert Certification Sample Question](#)

- **Recommended Practice:** [Qualtrics CoreXM Expert Certification Practice Exam](#)

## Exam Syllabus: XM-S&R-Expert Qualtrics Certified Strategy & Research Expert

Topic Areas
Conduct complex research built on best practices to ensure the highest-quality data
Craft a catered experience in your studies to maximize your response rates
Engage with your target audiences via multiple channels to match your data collection strategy
Analyze your research data to uncover meaning and discover emerging trends
Share your findings with key stakeholders with a compelling story that drives action

## SAP XM-S&R-Expert Certification Sample Questions and Answers

To make you familiar with Qualtrics XM For Strategy & Research Expert (XM-S&R-Expert) certification exam structure, we have prepared this sample question set. We suggest you to try our Sample Questions for Qualtrics CoreXM Expert XM-S&R-Expert Certification to test your understanding of SAP XM-S&R-Expert process with a real SAP certification exam environment.

### XM-S&R-Expert Qualtrics XM For Strategy & Research Expert Sample Questions:-

#### 01. Why is mobile responsiveness critical in survey design today?

Please choose the correct answer.

- a) To embed HTML code more easily
- b) To increase survey complexity
- c) To improve search engine rankings
- d) Because a large portion of users respond via smartphones

#### 02. How can you ensure your sample is unbiased?

There are 2 correct answers to this question.

- a) Use random sampling techniques
- b) Send surveys only to employees
- c) Remove responses from specific demographics
- d) Match sample demographics to population

#### 03. How can researchers increase participation rates in a time-sensitive study?

There are 2 correct answers to this question.

- a) Offer a meaningful incentive
- b) Keep the survey open indefinitely
- c) Use time-limited survey links
- d) Require login through internal systems

**04. When building a stakeholder dashboard, what is a best practice?**

Please choose the correct answer.

- a) Include every available chart
- b) Personalize views based on stakeholder roles
- c) Use only free-text responses
- d) Hide filters to keep interface clean

**05. A telecom company wants to survey first-time customers. Their goals are:**

- Minimize abandonment
- Capture specific feedback on onboarding
- Deliver an inclusive experience

What survey design strategies should they apply?

There are 3 correct answers to this question.

- a) Display progress indicators
- b) Include inclusive language and color contrast
- c) Randomize the question order
- d) Keep the survey under 10 questions
- e) Add jargon-heavy technical questions

**06. What storytelling technique helps engage stakeholders with both data and emotion?**

Please choose the correct answer.

- a) Word clouds only
- b) Raw data dumps
- c) Case-based narrative supported by metrics
- d) Pie charts with segments

**07. In the context of survey data, what does weighting help you achieve?**

Please choose the correct answer.

- a) Ensuring demographic representation
- b) Eliminating invalid responses
- c) Encrypting respondent identities
- d) Removing duplicate entries

**08. A research team at a university is preparing a longitudinal study on student satisfaction. They want:**

- A consistent survey for annual tracking
- High reliability across waves
- Accurate segmentation by demographics

Which best practices should they follow?

There are 3 correct answers to this question.

- a) Use identical core questions in each wave
- b) Apply quota sampling based on enrollment data
- c) Use random open-ended prompts each year
- d) Include attention checks in every wave
- e) Track changes in response behavior over time

**09. What are examples of statistical significance testing in survey analysis?**

There are 2 correct answers to this question.

- a) T-test
- b) Word frequency count
- c) Chi-square test
- d) Drop-out rate

**10. Which analysis methods are most suitable to discover trends in longitudinal survey studies?**

There are 2 correct answers to this question.

- a) Time series visualization
- b) Correlation analysis
- c) Static dashboards
- d) Side-by-side chart comparisons

**Solutions:**

**QUESTION: 01-** Answer: d

**QUESTION: 02-** Answer: a, d

**QUESTION: 03-** Answer: a, c

**QUESTION: 04-** Answer: b

**QUESTION: 05-** Answer: a, b, d

**QUESTION: 06-** Answer: c

**QUESTION: 07-** Answer: a

**QUESTION: 08-** Answer: a, b, e

**QUESTION: 09-** Answer: a, c

**QUESTION: 10-** Answer: a, d