

## Upland Qvidian University

# Exam Methodology

### Selecting Exam Topics

All exam topics are chosen after completing a comprehensive inventory of relevant Qvidian functionality. An internal panel made up of product experts divides the list of high-value topics into areas of expertise related to common Qvidian user personas. In this way, targeted certifications are created that are relevant to specific people based on how they use Qvidian.

The topic list for each certification is broken into categories. Each category is then weighted to represent the relative importance of the topic as it relates to a successful Qvidian implementation.

### Writing Exam Questions

To ensure unique exams while allowing for multiple attempts, banks of questions are written for each topic category. For the purpose of the question banks, each category is further subdivided to ensure an appropriate distribution of subtopics within each category. Each exam is then randomly generated by pulling questions from the question banks according to the category weight.

Exam questions and answers are reviewed to ensure product accuracy, clarity, and readability. Multiple choice answers are reviewed to ensure that incorrect answers appear reasonable to learners without product knowledge and correct answers are apparent to learners with product knowledge.

Finally, while Qvidian University courses are available to prepare learners to take certification exams, these courses are not required. Therefore, product Help is reviewed to ensure all knowledge needed to pass exams is represented. A study guide listing relevant Help topics is included with exam registrations.

### Determining the Passing Score

To determine passing scores as well as further analyze test question reliability, a group of no fewer than 10 beta testers takes each exam. The group is comprised of testers with different levels of product knowledge, such that those who “should” pass the exam are identified from those who “should not” pass. The testers’ results are then used to derive exam passing scores and time limits.

A learner who receives a passing score should reliably be expected to have mastery over the topics included in the exam. Additionally, learners cannot pass without scoring at least some correct answers in each question topic area to ensure there are no critical holes in their knowledge.

All exams are designed to be completed by learners on the spot leveraging existing knowledge. These exams are not intended to be “open book.”