

Performance Appraisal, Biases, and AI in Research Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which bias best describes persuading a customer to renew an existing product or service to encourage continued use?**
 - A. Deterrence**
 - B. Inoculation**
 - C. Adoption**
 - D. Continuance**

- 2. A supervisor and employee agree that the employee will increase sales by 15% this quarter.**
 - A. MBO**
 - B. KPI-Based Review**
 - C. Competency-Based Evaluation**
 - D. 360-Degree Feedback**

- 3. Which closing approach presents a binary choice to push for a commitment?**
 - A. Assumptive Close**
 - B. Summary Close**
 - C. Contrast Principle**
 - D. Either-Or Close**

- 4. What is the tactic called when a large request is rejected and followed by a smaller request?**
 - A. Assumptive Close**
 - B. Summary Close**
 - C. Bandwagon Fallacy**
 - D. Rejection-Then-Retreat**

- 5. Identify a potential data source for AI-based performance appraisal and discuss a bias that could arise from it.**
 - A. Annual salary data; bias risk includes salary inversion.**
 - B. Email or chat communications; bias risk includes misinterpreting tone or sarcasm, and language/style differences across groups.**
 - C. Attendance logs; bias risk includes weather effects.**
 - D. Personal hobbies; bias risk includes entertainment preferences.**

- 6. Which classic memory study shows speed estimates influenced by the verb used in a question, such as 'smashed'?**
- A. Milgram Experiment**
 - B. Loftus Experiment**
 - C. Asch Conformity**
 - D. Stanford Prison Experiment**
- 7. Which error attacks the person instead of the argument?**
- A. Tu Quoque**
 - B. Ad Hominem**
 - C. Bandwagon Fallacy**
 - D. Contrast Principle**
- 8. Which data collection approach involves presenting questions verbatim and recording responses exactly as written?**
- A. In-Depth Interview**
 - B. Focus Group**
 - C. Survey Interview**
 - D. Diary Study**
- 9. Which steps are part of validating an AI model before deployment?**
- A. Only cross-validation**
 - B. No validation required**
 - C. Visual inspection only**
 - D. Data quality assessment, fairness across groups, cross-validation, holdout and external validation, and ongoing monitoring**
- 10. What is the primary purpose of aligning individual performance goals with organizational strategy?**
- A. To maximize personal autonomy and avoid strategic constraints.**
 - B. To ensure individual actions contribute to strategic objectives and development.**
 - C. To replace performance management with a generic checklist.**
 - D. To focus solely on short-term cost reductions.**

Answers

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1. D
2. A
3. D
4. D
5. B
6. B
7. B
8. C
9. D
10. B

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Explanations

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1. Which bias best describes persuading a customer to renew an existing product or service to encourage continued use?

- A. Deterrence**
- B. Inoculation**
- C. Adoption**
- D. Continuance**

The main idea here is recognizing a bias that aims to keep a customer using what they already have by encouraging renewal and continued use. Continuance fits best because it directly targets ongoing engagement with the current product, leaning on the habit, satisfaction, and the perceived costs of switching to something new. It's about preserving the relationship and ensuring the customer sees value in staying with the existing option. Deterrence would focus on preventing action or discouraging leaving, which isn't about promoting renewal. Inoculation is about arming someone to resist persuasive messages, not about persuading them to keep using a product. Adoption centers on starting with a new product, not continuing with the one already in use.

2. A supervisor and employee agree that the employee will increase sales by 15% this quarter.

- A. MBO**
- B. KPI-Based Review**
- C. Competency-Based Evaluation**
- D. 360-Degree Feedback**

In performance management, Management by Objectives means collaboratively setting specific, measurable goals with a defined time frame and then evaluating performance based on whether those targets are achieved. When a supervisor and employee agree that the employee will increase sales by 15% this quarter, they are creating a concrete, time-bound objective that both parties commit to and will be held accountable for. This reflects the essence of MBO: clear targets that are jointly developed and used to guide evaluation. This differs from a KPI-based review, which centers on tracking predefined indicators. While KPIs can be part of an MBO plan, the distinguishing feature here is the mutual agreement on a particular sales target and the period to achieve it. Competency-based evaluation focuses on the employee's skills and behaviors rather than a specific result, and 360-degree feedback gathers input from multiple sources about performance rather than establishing a single agreed objective.

3. Which closing approach presents a binary choice to push for a commitment?

- A. Assumptive Close**
- B. Summary Close**
- C. Contrast Principle**
- D. Either-Or Close**

This item is testing a closing tactic that relies on a simple two-option decision to secure commitment. The Either-Or Close works by presenting two favorable paths and asking the buyer to pick one, so whatever they choose moves the deal forward. This framing reduces hesitation because it constrains the decision to a binary choice, making a commitment feel like a natural next step rather than a broad yes or no about the entire purchase. For example, you might say, would you prefer the standard package or the premium package? The other approaches don't center on forcing a binary commitment: an assumptive close moves ahead as if the sale is already agreed; a summary close recaps benefits and asks for a decision; and the contrast principle uses comparisons, but not in the explicit two-option commitment format.

4. What is the tactic called when a large request is rejected and followed by a smaller request?

- A. Assumptive Close**
- B. Summary Close**
- C. Bandwagon Fallacy**
- D. Rejection-Then-Retreat**

This question tests a compliance tactic where you start with a large request that is likely to be refused, then retreat to a smaller request that you actually want. This is called rejection-then-retreat (often known as door-in-the-face). The logic is twofold: the initial big request creates a contrast with the smaller one, making the second request appear more reasonable, and the person who refused the first feel a need to reciprocate by conceding to the smaller one. In practical terms, the big ask sets the anchor, the small ask becomes the move you're hoping to land. The other options describe different sales tactics or reasoning errors and don't capture the sequential-refusal-to-accept pattern. An assumptive close tries to act as if the deal is already agreed to. A summary close rests on recapping benefits to persuade. The bandwagon fallacy is a faulty argument that popularity proves something. That's why the rejection-then-retreat phrasing best fits the described tactic.

5. Identify a potential data source for AI-based performance appraisal and discuss a bias that could arise from it.
- A. Annual salary data; bias risk includes salary inversion.
 - B. Email or chat communications; bias risk includes misinterpreting tone or sarcasm, and language/style differences across groups.**
 - C. Attendance logs; bias risk includes weather effects.
 - D. Personal hobbies; bias risk includes entertainment preferences.

Relying on email or chat communications as input data for AI-based performance appraisal hinges on capturing everyday work interactions that reflect how people perform and collaborate. But a big bias risk is that the AI may misread linguistic cues like tone, sarcasm, or humor. Tone and communication style vary widely across individuals and groups—language, culture, dialect, and even organizational norms shape how messages come across. The model might infer lower performance from a terse or direct style in one group while interpreting a more expansive style in another as higher engagement, even if the actual work outcomes are the same. This potential for misinterpretation creates systematic bias that can unfairly advantage or disadvantage certain employees. To mitigate it, pair such data with objective performance indicators and context, ensure diverse training data, and involve human judgment to interpret communications within their real-world context.

6. Which classic memory study shows speed estimates influenced by the verb used in a question, such as 'smashed'?
- A. Milgram Experiment
 - B. Loftus Experiment**
 - C. Asch Conformity
 - D. Stanford Prison Experiment

Language shapes memory because recall is reconstructive, not a perfect recording. In the Loftus and Palmer study, participants watched a short video of a car crash and then answered questions about the crash using different verbs to describe the impact, from “hit” to “smashed.” Those given the more intense verbs tended to estimate higher speeds. In a follow-up, participants who heard “smashed” were more likely to claim there was broken glass, even when there wasn’t. This shows how word choice can bias memory reports and even create false memories—the misinformation effect. The other studies listed focus on obedience or conformity, not memory distortion through question wording, so they don’t fit this phenomenon.

7. Which error attacks the person instead of the argument?

- A. Tu Quoque**
- B. Ad Hominem**
- C. Bandwagon Fallacy**
- D. Contrast Principle**

Attacking the person rather than the argument is an ad hominem. This move shifts the discussion from the reasoning and evidence supporting a claim to traits, motives, or circumstances of the person presenting it. The value of an argument should be judged by its logic and data, not by who is making it or what they happen to do in their personal life. Tu Quoque is a specific way of doing this: it points to perceived hypocrisy to dismiss the argument, which is still targeting the person rather than the claim itself. Bandwagon appeals... use popularity to persuade, not personal traits. The Contrast Principle deals with how choices are framed or compared, not with whether an argument stands on its own. So, the statement that focuses on the person rather than the argument best fits the ad hominem idea.

8. Which data collection approach involves presenting questions verbatim and recording responses exactly as written?

- A. In-Depth Interview**
- B. Focus Group**
- C. Survey Interview**
- D. Diary Study**

The data collection approach that presents questions exactly as written and records responses word-for-word is the survey interview. This method uses a fixed script so every participant hears the same wording in the same order, which keeps responses comparable across people and minimizes interviewer influence. Responses are captured verbatim, preserving the exact wording of the participant's answers and often enabling easy quantification. In-depth interviews are more flexible and exploratory, focusing on in-depth, often open-ended dialogue; focus groups rely on group discussion and interactions; diary studies involve participants recording events or thoughts over time rather than answering a fixed set of questions.

9. Which steps are part of validating an AI model before deployment?

- A. Only cross-validation**
- B. No validation required**
- C. Visual inspection only**
- D. Data quality assessment, fairness across groups, cross-validation, holdout and external validation, and ongoing monitoring**

Validating an AI model before deployment requires a multi-faceted approach that checks data quality, fairness, and performance, plus ongoing oversight after launch. Data quality assessment ensures the data used for training and evaluation are accurate, complete, and representative, preventing errors or biases from slipping in through flawed data. Fairness across groups is essential to detect and mitigate any disparate impact, so the model performs equitably across different populations. Cross-validation provides a reliable internal estimate of how the model will generalize by iterating training and testing on different splits of the data. Holdout validation uses a separate, unseen dataset to measure performance, while external validation tests on data from different sources or contexts to confirm generalization beyond the original environment. Ongoing monitoring after deployment tracks performance, data drift, and fairness over time, catching issues that static validation might miss. The other options fall short because they omit one or more of these crucial steps: relying on a single method like cross-validation, neglecting validation entirely, or relying on visual inspection alone cannot quantify performance or bias.

10. What is the primary purpose of aligning individual performance goals with organizational strategy?

- A. To maximize personal autonomy and avoid strategic constraints.**
- B. To ensure individual actions contribute to strategic objectives and development.**
- C. To replace performance management with a generic checklist.**
- D. To focus solely on short-term cost reductions.**

Aligning individual performance goals with organizational strategy ensures that what each person does day to day is directly tied to the bigger objectives the organization is pursuing. When goals reflect strategy, employees understand how their contributions matter, which guides prioritization, resource use, and decision making. This alignment also makes performance reviews meaningful, because progress is measured in terms of advancing strategic outcomes rather than just completing tasks. It supports development by identifying skills gaps that would most strengthen the organization's ability to execute strategy, creating a clear path from personal growth to organizational impact. Without alignment, efforts can drift into activities that don't move the strategy forward, wasting time and resources and creating confusion about priorities. It isn't about maximizing autonomy or dodging constraints; it's about coordinated action toward shared goals. It isn't about replacing performance management with a generic checklist, nor about focusing only on short-term cost reductions; those approaches miss the broader objective of building sustained strategic execution through people's work.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://perfappraisalbiasesainresearch.examzify.com>

We wish you the very best on your exam journey. You've got this!

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