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Question 1

Question Type: MultipleChoice

A very large insurer of General Liability and Property Damage insurance has an upward trend of increased claims over the past 5 years.

The Risk Control Area for that company has just completed a 12 month Pilot of a new improved Risk Control Site.

The purpose of the site is to help their customers manage their exposures and ideally prevent them from having claims There were 100 customers that were part of the Pilot that represented 25 different industries. The business goals were to increase use of the site and provide tools to help customer awareness of their exposures, so that they may reduce existing exposures and ultimately reduce claims.

The sites Features were as follows:

- * Improvements to the search engine to all customers to search for articles, tools and services on the site
- * A checklist function that allow customer to create their own unique Checklists or utilize a sample provided by ABC company to use daily, weekly etc for an area of their facility.
- * A promotion feature where Risk preventing Articles, and tools on the site are marketed toward a customer.
- * A profile section allowing for Customer Name, Address and contact Phone number.

Alter the 12 month pilot the business sponsor received an assessment of what was working and what was not. The Assessment of the pilot revealed overall site activity had significantly increased, however only 5% of the time the promotions were viewed. And the most shocking was that total claims increased by nearly 20% for these 100 customers during the pilot period. The business sponsor was perplexed as he had an expectation of reduced claims and at least for 30% viewing of promotions since the project team had spent a lot

of careful time and effort on this feature. A BA was assigned to do further analysis regarding the low use of the promotions and why claims were not being reduced.

Regarding the use of promotions the BA looked into other similar companies to see what they did differently to get their customer to look at their promotions. The BA found that similar companies had promotions that targeted the industry the customer was in so it was more relevant to them and they were more interested to view the promotion. In addition the BA sent out a survey to all 100 pilot customers asking probing questions about what they thought of the site and if they felt it had decreased their exposure to risk sufficiently. The Survey responses came back with raving positive comments and providing examples of how the site had been helping in the reduction of claims from the customer's perspective. In addition the survey also revealed insight that the customers found the promotion often irrelevant to their industry.

The BA asked for a dump of all documentation of the 1000 claims that were filed over the 12 month pilot period. The BA found the nearly 90% of the claim filed were all in one region of the country and were all for property damage related to several severe winter storms in the region and the claims were nearly all unavoidable by the customers. The BA brought all this analysis back to the business sponsor and made the recommendation to the business sponsor to require the customer to select 1 of 25 industries in their profile. This would in turn allow for the ability to show industry specific promotions and promote search results relative to a customer's industry to be sorted at the top giving the customer a more personalized experience.

What type of recommendation has the BA made to the business sponsor?

Options:

- A- Perform organizational change
- **B-** Identify additional capabilities

- C- Reduce complexity of interfaces
- **D-** Retire the solution

Answer:

В

Question 2

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What technique was the BA using to understand why the promotions were not being viewed?

Options:

- A- Use cases and scenarios
- B- Benchmarking and market analysis
- **C-** Observation
- **D-** Data mining

Answer:

В

Question 3

Question Type: MultipleChoice

An organization is trying to streamline its current processes to improve performance and reduce costs. A business analyst (BA) conducted a process improvement workshop and identified the following issues as the top three items to be addressed:

1: There are multiple teams to define systems, functionality, and content in many instances, multiple teams are defining the same functionalities while other functionalities are not being defined at all leading to unclear understanding of business requirements.

- 2: Product specification forms are published each year. A comparison tool is used to evaluate specification differences between yearly releases; but does not adequately identify changes between versions and needs to be improved.
- 3: Training consists of a new team member shadowing a seasoned team member. There are no written training materials or formal training sources therefore training is inconsistent and not meeting the needs of the organization.

What analysis approach must the BA use to determine changes required to address the training needs?

Options:			
A- Market			
B- Decision			
C- Root cause			
D- Future state			
Answer:			
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Question 4

В

Question Type: MultipleChoice

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The BA learns that formal training programs are not often devised for teams as small and diverse as this team, but still believes it is a viable solution to the training need. What type of analysis would help the BA gain approval to proceed with creating this type of training program for this team?

Options:

- A- Process
- **B-** Cost Benefit
- **C-** Business Capabilities
- **D-** Decision



В

Question 5

Question Type: MultipleChoice

An organization is trying to streamline its current processes to improve performance and reduce costs. A business analyst (BA) conducted a process improvement workshop and identified the following issues as the top three items to be addressed:

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- 3: Training consists of a new team member shadowing a seasoned team member. There are no written training materials or formal training sources therefore training is inconsistent and not meeting the needs of the organization.

What approach would help the BA to understand the functionality definition issues?

Options:

- A- Business Analysis Communication Plan
- **B-** Business Analysis Performance Assessment
- C- Risk Register
- D- Requirements Traceability Repository

Answer:

Α

Question 6

Question Type: MultipleChoice

An organization Is trying to streamline its current processes to improve performance and reduce costs. A business analyst (BA) conducted a process improvement workshop and identified the following issues as the top three items to be addressed:

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- 2: Product specification forms are published each year. A comparison tool is used to evaluate specification differences between yearly releases, but does not adequately identify changes between versions and needs to be improved.

3: Training consists of a new team member shadowing a seasoned team member. There are no written training materials or formal training sources therefore training is inconsistent and not meeting the needs of the organization.

Which stakeholders would the BA interview to determine the changes needed to the comparison tool?

Options:

- A- Regulator and Operational Support Manager
- **B-** Implementation Subject Matter Expert and Tester
- C- Domain Subject Matter Expert and End User
- D- Project Manager and Project Sponsor

Answer:

С

Question 7

Question Type: MultipleChoice

In order to align with the added value required from the parcel tracking solution, what would be an important requirements' category for the BA to give more focus?

Options:

- A- Transition
- **B-** Process
- **C-** Non functional
- D- Stakeholder

Answer:

D

Question 8

Question Type: MultipleChoice

A company with a big information technology (IT) department has hired a lead business analyst (BA) to enhance its business analysis practices. The lead BA discovers that sponsors are not satisfied with project outcomes. Developers complain about incomplete, ambiguous, and changing requirements. All stakeholders including project managers, are blaming long cycles of analysis for the delays

The business analysts, in turn feel overwhelmed with the number of projects and frustrated by the lack of collaboration from reviewers of their deliverables All of the evidence is anecdotal and none of the groups could strongly substantiate their opinions.

What should the lead BA implement to identify areas of improvement?

Options:

- A- A BA time tracking system
- B- Templates for BAs lo use
- C- Workload plans of the BA
- **D-** Key performance measures

Answer:

D

Question 9

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The lead BA wants the BAs to report anticipated and actual completion dates for their deliverables, as well as the time spent on planned and unplanned activities. What is the lead BA trying to do by analyzing the results of such measurements?

Options:

- A- Identify typical missing or wasteful activities
- B- Ensure even workloads of the BA
- C- Establish an equitable compensation system
- D- Motivate the BA to work belter

Answer:

Α

Question 10

Question Type: MultipleChoice

A company with a big information technology (IT) department has hired a lead business analyst (BA) to enhance its business analysis practices. The lead BA discovers that sponsors are not satisfied with project outcomes. Developers complain about incomplete, ambiguous, and changing requirements. All stakeholders, including project managers, are blaming long cycles of analysis for the delays. The business analysts, in turn, feel overwhelmed with the number of projects and frustrated by the lack of collaboration from reviewers of their deliverables. All of the evidence is anecdotal and none of the groups could strongly substantiate their opinions.

Even after dozens of reviews, some stakeholders refuse to sign off on the requirements specification documents because of a few questionable requirements. This puts the projects at risk and creates tension between the participants. What should the lead BA do first?

Options:

- A- Escalate the problem to the executive management
- B- Set limits on duration of sign-offs and the number of reviews
- C- Track approvals al the level of individual requirements
- D- Offer the stakeholders incentives to sign off documents sooner

Answer:

C

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