



Free Questions for SAFe-APM by dumpshq

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Question 1

Question Type: MultipleChoice

What is a key factor in determining the value of a market segment?

Options:

- A- Where the products and services will be sold
- B- Availability of materials and people in sufficient quantities
- C- The amount Customers are willing to pay for products or services
- D- Time criticality in product delivery

Answer:

C

Explanation:

The value of a market segment is determined by the potential revenue and profit that can be generated from selling products or services to that segment. One of the key factors that influences the value of a market segment is the amount customers are willing to pay for

products or services, which reflects their perceived value and price sensitivity. Customers who are willing to pay more for products or services that meet their needs and preferences are more valuable than customers who are willing to pay less or switch to cheaper alternatives. Therefore, understanding the customer's willingness to pay is essential for setting optimal prices and maximizing the value of a market segment.

[Market Segmentation: Definition, Example, Types, Benefits](#): This article from Investopedia explains the concept and purpose of market segmentation, and describes the four primary types of market segmentation: demographic, geographic, psychographic, and behavioral.

[Value-based Market Segmentation -- Divide Markets into Value Categories](#): This article from Marketing Insider provides a detailed guide on how to conduct a value-based market segmentation, which is based on the actual value perceived and delivered to customers. It also discusses the benefits and challenges of value-based market segmentation, and provides some examples and best practices.

[Market Segmentation: Definition, Types, Benefits, & Best Practices](#): This article from Qualtrics XM provides an overview of market segmentation, and discusses the benefits and best practices of market segmentation for businesses. It also provides some examples and tips on how to segment markets effectively.

Question 2

Question Type: MultipleChoice

What aspect of a product or service does the "Golden Circle" consider most important to communicate to prospective Customers?

Options:

- A- The array of benefits the product or service offers
- B- The product or service that sets it apart from others
- C- The purpose of the product or service
- D- The Solution that the product or service provides

Answer:

C

Explanation:

The Golden Circle is a framework developed by Simon Sinek that suggests that the most effective way to communicate a product or service to prospective customers is to start with the "why" - the core purpose, belief, or cause that drives an organization or individual. By explaining the "why" before the "how" (the strategies and methods) and the "what" (the products, services, or offerings), the communicator can inspire and connect with the customers on a deeper level, and differentiate themselves from the competitors who focus on the features or benefits of their products or services.

[Frameworks for Setting Company Priorities: The Golden Circle](#): This article from Geckoboard explains how the Golden Circle can help organizations align their actions and strategies with their purpose and values, and communicate them effectively to their customers and stakeholders.

[How to Use the Golden Circle in Business](#): This article from ActiveCampaign provides a detailed guide on how to apply the Golden Circle to various aspects of business, such as marketing, sales, customer service, and leadership.

[Golden Circle: A different approach for a unique value proposition](#): This article from ThePowerMBA illustrates how the Golden Circle can help businesses create a unique value proposition that resonates with their customers and stands out from the crowd.

Question 3

Question Type: MultipleChoice

The Lean Portfolio Management team is reviewing new work moving through the Portfolio Kanban. Request 1 is incremental innovation and can likely be done by one ART in one PI. Request 2 is a major opportunity impacting multiple stages of the Value Stream, likely requiring the

participation of two ARTs over multiple PIs. Which backlog should each request be added?

Options:

- A- Both should be added to the ART Backlog
- B- Both should be added to the Portfolio Backlog
- C- Request 1 should be added to the Portfolio Backlog as an Epic; Request 2 should be added to the ART Backlog as a Feature

D- Request 1 should be added to the ART Backlog as a Feature; Request 2 should be added to the Portfolio Backlog as an Epic

Answer:

D

Explanation:

According to the Scaled Agile Framework, the Portfolio Backlog contains the highest-level portfolio epics, which are large, cross-cutting initiatives that require analysis, approval, and funding by the Lean Portfolio Management (LPM) team¹. The ART Backlog contains the features, which are services provided by the system that fulfill stakeholder needs². Features are derived from epics and are typically implemented by one Agile Release Train (ART) within one Program Increment (PI)³. Therefore, Request 1, which is an incremental innovation that can be done by one ART in one PI, should be added to the ART Backlog as a Feature. Request 2, which is a major opportunity impacting multiple stages of the Value Stream and requiring the participation of two ARTs over multiple PIs, should be added to the Portfolio Backlog as an Epic.

Portfolio Backlog: This article from the Scaled Agile Framework explains the purpose, structure, and content of the Portfolio Backlog, and how it is managed by the LPM team using the Portfolio Kanban system.

Features: This article from the Scaled Agile Framework defines the concept of features, their attributes, and their relationship with epics and stories.

ART Backlog: This article from the Scaled Agile Framework describes the role, composition, and management of the ART Backlog, and how it supports the PI Planning process.

Question 4

Question Type: MultipleChoice

Which research game is primarily used to better understand Customer needs?

Options:

- A- Buy a Feature
- B- Prune the Product Tree
- C- Spider Web
- D- Show and Tell

Answer:

A

Explanation:

Buy a Feature is a research game that involves presenting customers with a list of possible features for a product or service, and giving them a limited budget to spend on their preferred ones. This game helps to understand customer needs, priorities, trade-offs, and

willingness to pay. It also encourages collaboration and discussion among customers, and generates feedback and insights for the product team.

[Buy a Feature](#): This article from the Scaled Agile Framework explains the purpose, process, and benefits of the Buy a Feature game, and provides an example of how it can be used in a SAFe context.

[Buy a Feature: The Game that Teaches Prioritization](#): This article from Innovation Games describes the rules, variations, and outcomes of the Buy a Feature game, and provides tips and resources for facilitating it.

[Customer Needs Analysis: Definition & Research Methods](#): This article from Qualtrics XM provides an overview of customer needs analysis, and discusses various research methods, including Buy a Feature, to identify and understand customer needs.

Question 5

Question Type: MultipleChoice

Which statement is true about the business model canvas (BMC)?

Options:

A- It is a tool to describe what value the business will create

- B-** It is a tool to describe and evolve how value will be created
- C-** If a product does not generate revenue, a BMC is not useful
- D-** It only works for businesses, not for products

Answer:

B

Explanation:

The BMC is a strategic management tool that lets you visualize and assess your business idea or concept. It consists of nine boxes that represent different fundamental elements of a business, such as customer segments, value propositions, channels, and cost structure. The BMC helps you to design, analyze, optimize, and communicate your business model, and to test and iterate it as you learn from the market feedback. The BMC can be used for any type of business or product, regardless of whether it generates revenue or not, as long as it delivers value to the customers.

[Business Model Canvas - Wikipedia](#): This article from Wikipedia explains the concept and history of the BMC, and describes its nine building blocks and their relationships.

[Business Model Canvas: Explained with Examples | Creately](#): This article from Creately provides a detailed guide on how to create a BMC, with examples and templates for different types of businesses and products.

[Business Model Canvas -- Download the Official Template](#): This website from Strategyzer offers the official template and online courses, books, and webinars to master the BMC.

Question 6

Question Type: MultipleChoice

Which aspect of whole-product thinking captures a Customer's price sensitivity?

Options:

- A- Augmented product
- B- Potential product
- C- Expected product
- D- Generic product

Answer:

C

Explanation:

The expected product is the aspect of whole-product thinking that captures a Customer's price sensitivity. Whole-product thinking is a framework that helps to define and deliver a complete solution that meets the Customer's needs and expectations. Whole-product thinking consists of four levels: generic product, expected product, augmented product, and potential product. The expected product is the level that includes the basic features and benefits that the Customer expects from the product, and that determines the Customer's willingness to pay for the product. The expected product reflects the Customer's price sensitivity, which is the degree to which the Customer's behavior is influenced by the price of the product.

[Customer Centricity - Scaled Agile Framework](#)

[Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of ...](#)

[Pricing Sensitivity: Meaning, Calculation & Strategy | Qualtrics](#)

[Which aspect of whole-product thinking captures a Customer's price ...](#)

Question 7

Question Type: MultipleChoice

What is the most important information to communicate in a product Vision?

Options:

- A- How life/work will improve by using this Solution
- B- Architecture requirements
- C- The new technology platform requirements
- D- The target release date

Answer:

A

Explanation:

A product vision is a description of the future state of the product and what problems it tries to solve or what ambitions it tries to fulfill. The most important information to communicate in a product vision is how life/work will improve by using this solution. This information captures the value proposition and the benefit hypothesis of the product, which reflect the needs and expectations of the customers and the stakeholders. This information also inspires and motivates the people who work on the product, as well as the potential users of the product. This information sets the direction and the purpose of the product, and guides the development and delivery of the features and capabilities.

[Vision - Scaled Agile Framework](#)

[Solution Vision - Scaled Agile Framework](#)

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