BCS Practitioner Certificate in Digital Product Management V1.0

Specimen Paper - Answer Sheet

Record your surname / last / family name and initials on the answer sheet.

Specimen paper only 20 multiple-choice questions – 1 mark awarded to each question.

Multiple choice questions allow only one correct answer to be selected for 1 mark.

There are no trick questions.

A number of possible answers are given for each question, indicated by either **A B C or D**. Your answers should be clearly indicated on the answer sheet.

Pass mark is 13/20

Time allowed: 45 minutes

Copying of this paper is expressly forbidden without the direct approval of BCS, The Chartered Institute for IT.

This professional certification is not regulated by the following United Kingdom Regulators - Ofqual, Qualifications in Wales, CCEA or SQA.

Question	Answer	Learning Outcome	Rationale
1	B	1.2	It is too early to publicly release information at the beginning of a project; therefore, the industry press should not be on the list. However, shareholders and third-party suppliers (e.g. developers) should be alerted to major changes as they may be affected. Senior management should also be notified as the project relates to the larger business.
2	B	1.6	Communicating project timelines, framing the value of the project and obtaining feedback are standard actions when gaining stakeholder buy-in; however, sharing other stakeholders' interests may be a conflict of interest.
3	C	1.7	Market research is a technique appropriate for this stage. The other options are more suited to an earlier stage in the product lifecycle.
4	B	2.4	To be inclusive, digital products should aim to address all accessibility issues. When testing is carried out with people in the target market, the sample of the target market might not be inclusive. The same may be true if testing with people the product hopes to attract – in addition, segmentation may not be correct either. The primary version of the product should be accessible, rather than having to create an accessible version.
5	B	2.5	According to Porter (1985), the value chain helps assess where true value is created within an organisation. It helps 'structure thinking about the areas of the process required to deliver a value proposition.' (Paul et al., 2020).

6	A	2.6	Film enthusiasts interested in streaming services have a very specific need that may not be met by a product created for a family's needs.
			Although users under the age of 16 may not be customers (too young to have an account due to not having a credit card), they may be a decision maker in a household.
			Female subscribers are already customers, so their needs are highly relevant.
			Male subscribers to competitor services are part of the target market and are potential customers.
7	C	2.8	A continuous budget results in steady examination and updating of the budget and would cover more than sales projections.
8	A	3.1	The primary purpose of a product roadmap is to communicate the most effective path to achieving the intended goals and deliverables. User stories give specifics on the product/service requirements, whilst roadmaps are higher level. Multiple roadmaps can be created for different audiences (e.g. customers, product team, senior executives), but this is not done for different market segments.
9	C	3.3	Personas should be specific rather than high level or be defined by age brackets. The size of the market segment might be relevant to creating the persona, but it should not be part of it.
10	B	3.4	Unit testing checks the smallest piece of code that can be logically isolated in a system; this is done during the development phase and not at launch or during the monitoring phase.
			There is nothing available at the concept phase that could be tested with a unit test.
11	A	3.5	Pivot in a product management context refers to a shift in the strategic direction of the business.
			Iteration is a change of or within product features and not a strategic change.
			The other options describe strategic changes.

12	D	3.6	Market research is part of the concept phase of product management, and it is used to discover diverse information about the market - from prospective demand to requested features. PR is used to publicise an existing product or concept. At this phase, there is nothing built yet for A/B or usability testing.
13	C	4.1	'SHOULD HAVE' requirements are non-vital but still important. Legal requirements and safety issues are non-negotiable and come under the umbrella of 'MUST HAVE'. Nice-to-have items can be implemented if resources allow ('COULD HAVE').
14	A	4.2	A user-centred approach (UCD) is not method specific. It is important where the device will be used and what type of device it is, e.g. it is different to use a phone in a coffee shop to a desktop in an office. UCD incorporates evaluating designs with users. The requirements are an output of a UCD approach.
15	C	4.3	A use case is part of the development phase and not related to business cases. The other components are contained in the business case for a product feature.
16	C	4.4	Minimum viable products (MVP) are means to continuously validate the direction of the product and quickly learn from the incoming data. Including all iterations is beyond the scope of MVPs.
17	A	4.7	X-CODE is not required to develop an Android application as it is an iOS language. JAVA is used to develop Android applications. Prototyping and unit testing are required skills for all developers.
18	C	5.1	It is one of the advantages of the subscription model that revenue is easy to predict.

19	A	5.2	In-app purchases and discounts are typically used to increase revenue; the latter can also increase the number of units sold and can be used to increase power in the market. Gamification is used to create interactive and engaging experiences. 'Radio advertisements' is the only option that is generally used to increase product awareness.
20	C	5.3	Search engine marketing harnesses keywords based on traffic. The benefit of influencers and word of mouth are unpaid and not controlled by marketing. Optimisation of code to improve rankings is search engine optimisation, not search engine marketing.

End of Paper