



BCS Practitioner Certificate in Digital Product Management V1.0

Specimen Paper

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]

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- 1 A product manager is beginning a new project and making a list of stakeholders to contact.

Who **SHOULD NOT** be on the list?

- A Shareholders.
- B Industry press.
- C Senior management.
- D Third-party suppliers.

- 2 What would **NOT** be beneficial to gaining stakeholder buy-in?

- A Communicating project timelines.
- B Share other stakeholders' interests.
- C Frame the value of the project.
- D Getting feedback.

- 3 An issue has been identified in a mature product, and two viable options **COULD** be implemented to fix the issue.

Which technique is **MOST** relevant to help the product manager choose an option to move forward?

- A Workshop technique.
- B Brainstorming technique.
- C Market research.
- D Mind map technique.

- 4 What **SHOULD** digital products do to be inclusive?

- A Be primarily tested with people in the target market.
- B Aim to address all accessibility issues.
- C Have a separate accessible version.
- D Be primarily tested with people the product hopes to attract in future.

- 5 What is the **MAIN** purpose of Porter's Value Chain model?
- A Having a graphic framework of a company structure.
 - B Assessing where in the organisation true value is created.
 - C Identifying where costs can be reduced to boost margins.
 - D Improving communication between departments.
- 6 A product manager runs a family online streaming service that requires an adult to subscribe.
- Who **SHOULD** they research **LEAST** to increase viewers?
- A Film enthusiasts.
 - B Males under the age of 16.
 - C Female subscribers.
 - D Male subscribers to competitor services.
- 7 Which of the following statements is **INCORRECT**?
- A The cash budget is a component of a master budget.
 - B The direct labour budget is dependent on the production budget.
 - C A continuous budget is possible only for sales projections.
 - D The budgeting process typically begins with the sales budget.
- 8 What is a product roadmap used for?
- A To aid communication.
 - B To list user stories.
 - C To show a detailed list of features.
 - D To provide information on each market segment.
- 9 Which of the following information **CAN** a persona contain?
- A A range of ages.
 - B High-level job description e.g. works in a bank.
 - C Favourite radio station.
 - D Size of the market segment.

10 At what point of the Product Delivery Lifecycle would unit testing be **MOST** useful?

- A Concept.
- B Development.
- C Launch.
- D Monitoring.

11 A product manager is looking to pivot an underperforming product.

Which of these is **NOT** a pivot?

- A Iterating features in an existing product.
- B Changing the underlying business model.
- C Addressing a different market segment.
- D Finding a new use for existing features.

12 Which methods are used to monitor risk during the concept phase of the product delivery lifecycle?

- A Public Relations.
- B A/B testing.
- C Usability testing.
- D Market research.

13 Which of the following is a 'SHOULD HAVE' requirement in a product?

- A Unsafe without it.
- B Implement if resources allow.
- C Important but not vital.
- D Not legal without it.

- 14 Which of the following does a user-centred design approach **NOT** do?
- A Specify methods for each phase of development.
 - B Specify context of use.
 - C Evaluate designs.
 - D Specify requirements.
- 15 Which of the following is **NOT** contained in the business case for a product feature?
- A Financial case.
 - B Strategic case.
 - C Use case.
 - D Customer analysis.
- 16 Which of the following is **NOT** the purpose of a minimum viable product?
- A To accelerate learning.
 - B To reduce wasted engineering hours.
 - C To include all iterations.
 - D To test a product hypothesis with minimal resources.
- 17 A product manager is hiring a team of Android developers to create a minimum viable product for a tennis game.
- Which skill is **NOT** required?
- A X-CODE.
 - B JAVA.
 - C Prototyping.
 - D Unit testing.

18 A product manager is considering a subscription model for a review site.

Which is **NOT** a characteristic of the subscription model?

- A Increased convenience to the customer.
- B Low up-front cost for the customer.
- C Poor revenue prediction.
- D Increased customer lifetime value.

19 What technique is **TYPICALLY** used to raise awareness of new digital products?

- A Radio advertisements.
- B In-app purchases.
- C Discounts.
- D Gamification.

20 What does search engine marketing harness?

- A The benefit of influencers.
- B Optimised code to improve rankings.
- C Keywords based on traffic.
- D Word of mouth.

End of Paper