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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The Chartered Institute for IT.

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