



# BH0-013<sup>Q&As</sup>

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#### QUESTION 1

Which of the following BEST describes an ethnographic study?

- A. A study which uses prototype graphical screens to demonstrate a user requirement.
- B. A study of users in their workplace undertaking representative simulated scenarios.
- C. A study where the analyst spends an extended period of time in the target environment.
- D. A study which ensures that the needs of a wide range of ethnic groups are considered.

Correct Answer: C

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#### QUESTION 2

In which of the following circumstances do buyers have high bargaining power?

- A. When available sources of supply are available and easy to find.
- B. When the cost of a product or service is low.
- C. When switching costs are high.
- D. When the supplier brand is powerful.

Correct Answer: A

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#### QUESTION 3

Which of the following BEST describes the term value proposition?

- A. The net present value of a proposed project.
- B. The value that a product or service offers to customers.
- C. The proposed value of benefits in a cost-benefit analysis.
- D. The value of the Internal Rate of Return of a project.

Correct Answer: B

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#### QUESTION 4



The term CATWOE provides a framework for defining and analysing business perspectives. In a project, which letter of CATWOE should be first understood by the business analyst?

- A. The Owner.
- B. The Customer.
- C. The Weltanschauung or world-view.
- D. The Actor.

Correct Answer: C

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#### QUESTION 5

A well formed requirement is said to comply with which of the following acronyms?

- A. MOSCOW.
- B. SMART.
- C. OSCAR.
- D. MOST.

Correct Answer: B

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