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### QUESTION 1

What type of a business analysis approach focuses on the rapid delivery of business value in short iterations?

- A. Risk-driven
- B. Change-driven
- C. Risk-laden
- D. Profit-driven

Correct Answer: B

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### QUESTION 2

A very large insurer of General Liability and Property Damage insurance has an upward trend of increased claims over the past 5 years.

The Risk Control Area for that company has just completed a 12 month Pilot of a new improved Risk Control Site.

The purpose of the site is to help their customers manage their exposures and ideally prevent them from having claims. There were 100 customers that were part of the Pilot that represented 25 different industries. The business goals were to

increase use of the site and provide tools to help customer awareness of their exposures, so that they may reduce existing exposures and ultimately reduce claims.

The sites Features were as follows:

Improvements to the search engine to all customers to search for articles, tools and services on the site.

A checklist function that allow customer to create their own unique Checklists or utilize a sample provided by ABC company to use daily, weekly etc for an area of their facility.

A promotion feature ?where Risk preventing Articles, and tools on the site are marketed toward a customer.

A profile section allowing for Customer Name, Address and contact Phone number.

After the 12 months pilot, the business sponsor received an assessment of what was working and what was not. The Assessment of the pilot revealed overall site activity had significantly increased, however only 5% of the time the promotions

were viewed. And the most shocking was that total claims increased by nearly 20% for these 100 customers during the pilot period. The business sponsor was perplexed as he had an expectation of reduced claims and at least for 30%

viewing of promotions since the project team had spend a lot of careful time and effort on this feature. A BA was assigned to do further analysis regarding the low use of the promotions and why claims were not being reduced.

Regarding the use of promotion the BA looked into other similar companies to see what they did differently to get their customer to look at their promotions. The BA found that similar companies had promotions that targeted the industry the



customer was in so it was more relevant to them and they were more interested to view the promotion. In addition the BA sent out survey to all 100 pilot customers asking probing questions about what they thought of the site and if they felt it

had decreased their exposure to risk sufficiently. The Survey responses came back with raving positive comments and providing examples of how the site had been helping in the reduction of claims from the customer's perspective. In

addition the survey also revealed insight that the customers found the promotion often irrelevant to their industry.

The BA asked for a dump of all documentation of the 100 claims that were filed over the 12 month pilot period. The BA found the nearly 90% of the claim field were all in one region of the country and were all for property damage related to

several severe winter storms in the region and the claims were nearly all unavoidable by the customers. The BA brought all this analysis back to the business sponsor and made the recommendation to the business sponsor to require the

customer to select 1 of 25 industries in their profile. This would in turn allow for the ability to show industry specific promotions and promote search results relative to a customer's industry to be stored at the top giving the customer a more

personalized experience.

What type of recommendation has the BA made to the business sponsor?

- A. Identify additional capabilities
- B. Reduce complexity of interfaces
- C. Perform organizational change.
- D. Retire the solution

Correct Answer: B

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### QUESTION 3

You are the business analyst for a large project in your organization. You are working with Ben to create requirements packages to present to the stakeholders, the business analyst team, and to the project manager. Ben wants to know why you're creating requirements packages.

What's the primary goal of developing a requirements package?

- A. To convey the cost, schedule, and risk information clearly
- B. To convey information clearly and in an understandable fashion
- C. To present the requirements in packages that are easy for the project team to accomplish in their project execution
- D. To help the project manager create the work breakdown structure

Correct Answer: B

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#### QUESTION 4

You are the business analyst for your organization. As part of the requirements prioritization you have given each key stakeholder \$10,000 in play money to distribute among the identified requirements. Each stakeholder can assign their play money to any of the requirements, but the requirements will be prioritized based on the value of the play money assigned to each requirement.

What type of requirements prioritization is happening in this scenario?

- A. Resource leveling
- B. Confirmation management
- C. Utility function
- D. Voting

Correct Answer: D

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#### QUESTION 5

A company finalized the implementation of a new, corporate-wide database. After nearly three months of operation, the solution is repeatedly producing invalid outputs. A business analyst (BA) has been asked to investigate the solution's problem. The BA has been able to find several instances where the outputs from the solution are below an acceptable level of quality.

Which of the following techniques should the BA use to identify the solution limitations?

- A. Risk Analysis and Management
- B. Root Cause Analysis
- C. Acceptance and Evaluation Criteria
- D. Business Rules Analysis

Correct Answer: A

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