



Vendor: BCS-ISEB

Exam Code: BAP18

Exam Name: BCS Practitioner Certificate in Business
Analysis Practice 2018

Version: DEMO

QUESTION 1

The following is an excerpt from a job advert for a Business Analyst

- We are seeking an experienced Business Analyst to assist us in the development of formal written proposals, detailing the cost and benefit of proposed business initiatives.
- The successful candidate should be able to use a variety of methods to explore and define complex situations.
- Experience of producing blueprints in terms of processes, management structures, culture and people would be highly advantageous.

Based on the extract, what are the competencies required for this role?

- A. Subject matter expertise. Investigation techniques, Business architecture.
- B. Domain knowledge. Business modeling. Gap analysis.
- C. Business case development. Business modeling, Requirements engineering
- D. Business case development. Investigation techniques. Business architecture

Answer: A

QUESTION 2

EcoBags is a company that designs and makes eco-friendly shopping bags for various clients. An Internal analysis of the business has revealed the following information about the company.

- (a) Recent investment in new machinery will enable the company to continue its innovation programme
- (b) Feedback from customers and an increase in sales suggests that EcoBags is recognised as a quality brand
- (c) The number of staff currently employed in the company is sufficient to meet expected future growth
- (d) The ability of EcoBags to respond quickly to new market demands has earned it an innovation award.
- (e) The company has significant retained profits, which will help fund the innovation programme.

Which of these would be considered as 'tangible' resources in a resource audit?

- A. a, b and d.
- B. b, c, and e.
- C. a, c and e.
- D. c, d, and e

Answer: C

QUESTION 3

BuildCo is a small building company with a staff of 10. The owner wants to reduce time spent on administration by simplifying the company's paperwork.

This paperwork includes providing quotes and invoices, as well as managing orders and receipts for building materials.

Most of the paperwork is completed manually and copies are stored in filing cabinets.

However, quotes and invoices are produced on a word processor and are stored on a computer, with printed copies also stored in the filing cabinets.

The owner is not sure that all the current paperwork is necessary.

Which investigation technique would be MOST effective in establishing the need for the current paperwork?

- A. Questionnaire
- B. Workshop
- C. Interviews
- D. Document Analysis

Answer: A

QUESTION 4

A large consultancy organization has assigned its BA, Girby, to a client called MetalCor, a manufacture of component for washing machines and fridge freezers. The management team of MetalCor need some help in understanding the problems they are experiencing with their production line. Recently, Reproduction has dipped to a record low and more parts are being return as fully. Production line staff blame each other and the more staff Girby speaker to, the more issue she identifies. She having difficulty keeping track of the arising themes and how they relate to each other. Which of the following would enable Girby to model the arising themes and how they relate to each other?

- A. Mind map
- B. Business activity model
- C. Rich picture.
- D. Business process model

Answer: C

QUESTION 5

George and Laura are responsible for the marking strategy in a company vinyl records and cassette tapes online. George feels that the company should focus its marking solely on people aged over 50, who are nostalgic for these older recording media. He also feels that the company should outsource all marketing activity. Laura believes that the business should continue with its target of people aged 30-60. As this age group are particularly enthusiastic about vinyl records. She believes that marketing is one of their internal strengths and should remain in house. Which specific areas of CATWOE are they considering?

- A. Customer and Owner.
- B. Actor and Transformation
- C. Transformation and Environment
- D. Customer and Actor

Answer: B

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