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➤ **New Updated Questions from [Braindump2go](https://www.braindump2go.com) (Updated in [August/2020](https://www.braindump2go.com))**

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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 Leo Bugs 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 the staff. The owner 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 the stored on a computer, with printed copies

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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 item of 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

QUESTION 6

A business analyst has been assigned to help develop a plan for expanding a business that produces software for mobile phones and has interview he managing director to understand his perspective regarding the expansion.

The managing director's worldview is as follows:

- The purpose of our business is to develop and sell software for mobile phones.

- The expansion will enable us to increase the amount of software we procedure, so we can keep pace with the growing demand of the market for software that is easy to use.

Which of the following is a 'transformation' for this worldview?

- A. Develop and sell software for mobile phones.
- B. Ensure that software is easy to use

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- C. Keep pace with the growing demands of the market.
- D. Increase the amount of software we produce.

Answer: D

QUESTION 7

Marketing is primarily concerned with the 4Ps: product, promotion, price and price. The institute of Analysis (IoA) offers qualification in system analysis. A number of interviews have been held with senior stakeholders, including the marketing Manager. Here are two five of the activities that have been identified by stakeholders:

- (a) Agree new qualifications.
- (b) Upgrade the website.
- (c) Recruit new examiners.
- (d) Register candidates.
- (e) Analyze website activity.

Which of these activities would reflect the business perspective of the Marketing Manager of the IoA?

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

Answer: B

QUESTION 8

A local council has decided to completely redesign the way it provides library lending services: it plans to stop lending books and move towards an entirety online e-book lending model Four activities to be included in the Business Activity Model (BAM) are given below:

- (a) Lend books
- (b) Establish licensing arrangements with publishers.
- (c) Define lending policies
- (d) Monitor lending usage

What will be the dependencies between these activities on the BAM?

- A. c -- b -- a -- d
- B. d -- c -- a -- b
- C. c -- d -- a -- b
- D. c --- a -- b -- d

Answer: A

QUESTION 9

The following planning activity has been identified in a consensus BAM for a company that makes clothes: 'P4 - Define marketing strategy'

Which of the following is an enabling activity linked to this planning activity?

- A. Monitor sales.
- B. Define sales targets
- C. Advertise clothes
- D. Sell clothes

Answer: C

QUESTION 10

A local council wishes to improve its housing allocation process. The following notes were made by the head of housing about the current process.

Housing application decision are made using a set of criteria based on a range of factors, including the length of time

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application has been on the waiting list and the number of dependents they have.

The criteria by the council housing committee, who meet on a regular basis and seek to ensure that the criteria continue to enable effective housing allocation.

Occasionally, legislation ensuring protection for the most vulnerable people in our society can affect the criteria, as can changes issued by central government concerning practical issues, such as building regulations?

Which of the following types(s) of business rule has been described in this extract?

- A. Internal policies and internal procedures.
- B. External constraints and internal policies.
- C. External constraints and external procedures.
- D. Internal procedures.

Answer: D

QUESTION 11

A business case features a management summary, from which the below extract is taken:

- The new approach will incur significant investment in terms of software licenses and annual maintenance fees, which will not be negotiable until year four of the proposal.

- We will research competing suppliers in the marketplace at end of year three, the supplier will, therefore, be likely to offer a reduced price for year five and beyond.

- However, we are convinced that the selected option is the right one. It will give us a competitive edge as a result of improved management information, in addition to the boost it will give to our image with our established customers.

Which categories of costs and benefits are described in this extract*?

- A. Tangible costs, intangible benefits.
- B. Tangible benefits, intangible costs
- C. Intangible benefits, intangible costs
- D. Intangible costs, tangible benefits

Answer: A