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Question: 1

The following is an excerpt from a job advert tor 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: C

Question: 2

EcoBags is a company that designs and makes eco-friendly shopping bags foe 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

Explanation:
a) Recent investment in new machinery - This represents a physical asset that can be quantified and measured.
c) The number of staff currently employed in the company - This represents the human resource available to the company.
e) The company has significant retained profits - This represents the financial resources available to the

company.
Tangible resources in a resource audit refer to physical assets such as machinery, staff, and retained profits. The recent investment in new machinery, the number of staff currently employed, and the significant retained profits are all tangible resources.

Question: 3

BuildCo is small building company with the stall. The owner to reduce time spent on administration by simplifying the company's paperwork. This paperwork includes provides 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 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: D

Explanation:
Since the owner of BuildCo is looking to simplify the company's paperwork, document analysis would be the most appropriate technique to identify which items of paperwork are necessary and which are not. By examining the current paperwork, the owner can identify redundancies, inefficiencies, and areas where improvements can be made. This analysis can then be used to determine which paperwork should be eliminated, streamlined, or replaced with more efficient processes.

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: B

Explanation:
A Business Activity Model (BAM) is a tool used to help visualize and understand the relationships between the different activities and processes that take place in a business. It can help to identify patterns, trends, and relationships between different processes, enabling the team to view the entire system as a whole. This can help to identify areas in which processes can be improved, or potential problems that could cause issues in the future. BAMs can also be used to facilitate communication between different stakeholders, allowing them to share their perspectives and ideas on how to improve processes. With a BAM, Girby can easily visualize the relationships between the different processes and identify areas where issues may be occurring.

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: D

Explanation:
CATWOE is an acronym for the six elements that make up a system: Customers, Actors, Transformation, Weltanschauung (or Worldview), Owners, and Environment. In this case, George and Laura are considering the Customer and Actor elements, as they are discussing who the company should target (the Customer element) and who should be responsible for the marketing activity (the Actor element).

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