Scrum

Agile-Product-Manager
SAFe 6 Agile Product Manager (APM)

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Product Version

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Latest Version: 6.0

Question: 1

The process of comparing the list or asking price of a product and its actual sale price as Customers will only pay what they feel the product is worth.

A. Discount Analysis
B. Soft Value
C. Hard Value
D. Reference Prices

Answer: A

Question: 2

► The choices Product Management makes in how they and their Customers will:
- Create and manage data and metadata
- Own , access , use, and share data and metadata
► This includes supporting any necessary regulations associated with the Solution Context, such as GDPR (EU), or HIPAA or COPPA (US).
- Data monetization can vastly increase the long-term value of products
- Data strategy requires close connections with Architects and will likely create unique demands on the Architectural Runway

A. Market segmentation
B. Data strategy considerations
C. Vision techniques for different audiences
D. Value stream economics

Answer: B

Question: 3

► In many B2B markets, buyers make the purchasing decisions, not the end users
► Buyer personas capture their role, authority, and buying journey
► Buyer personas reveal insights about buyers' decisions-the specific attitudes, concerns, and criteria that drive prospective Customers to choose our Solution, a competitor, or the status quo
► Buyer personas help drive often-overlooked aspects of the product: buyers care about ROI, economic modeling, service, and support

A. B2b Suppliers pricing Strategy considerations
B. Purposes Of a Market map
C. Customer journey maps
D. Buyer Personas (for B2B markets)

Answer: D

Question: 4

► Helping personalize experiences to meet individual Customer needs
► TIP: Define your segments; then build personas that support them

A. Platforms can enable segment-specific configurations
B. Personas refine market segments by
C. Core questions for new products
D. Buyer Personas (for B2B markets)

Answer: A

Question: 5

► An extensible architecture with a base platform and optional modules
► Technical platforms other applications build upon (AWS, Twilio)
► Product platforms extensible by a broader community (Android, iOS)
► A group of technologies that are used as a base upon which other applications, processes , or technologies are developed
► A collection of APIs or services provided for a fee
Platforms can provide a faster and more cost-effective vehicle to enter adjacent markets and/or grow into new markets

A. Different meanings of platform
B. Profit engine types
C. Data strategy considerations
D. Four types of roadmaps

Answer: A

Question: 6

By key factors:
- The current and future size of the segment

- The amount Customers are willing to pay for your products or services - Competitors , substitutes , and compliments

Informs strategy questions
- Is this segment valuable enough?
- Is it aligned to our Enterprise and/or portfolio strategy?
- What would it take for us to win?
- Can we do this given our current team, our current offerings, our go-to-market structures, and so forth?

A. Attributes help create market segments
B. Market segmentation
C. Determine market segment VALUE
D. Value proposition canvas

Answer: C

Question: 7

► Continue to socialize the Program Backlog, get feedback, and adjust scope.
► Participate in the l&
A. Add improvement items to the backlog.
► Finalize preparation of the backlog and business context for the Pl Planning event.
► Engage actively in just-in-time backlog refinement and elaboration.
► Be curious, answer questions, and be involved in the innovation activities.
► Collaborate with stakeholders, Architects, and Business Owners to ensure alignment.
A. Persona development best practices
B. Uses of story maps to address backlog challenges
C. Buyer Personas (for B2B markets)
D. The PM's role in the Innovation and Planning (IP) Iteration

Answer: D

Question: 8

the capacity of the system to efficiently and cost-effectively evolve to meet changing business requirements and the delivery of new Features

A. Product Vision
B. Design Thinking
C. Different Meanings Of Platform
D. Architectural Runway

Answer: D

Question: 9

prices that buyers carry in their minds and refer to when looking at a given product
Reference prices are Customer expectations of the price of an item
Reference points can create 'dead zones' in pricing
Acquire via secondary research

A. Changing the price
B. Profit engine types
C. Discount analysis
D. Reference prices

Answer: D

Question: 10

Fictional characters based upon your research. They represent the different people who might use your product or Solution in a similar way.

A. Using Scenarios
B. Enabler Stories
C. Empathic Design
D. Personas

Answer: D

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