Scrum
PAL-EBM
Professional Agile Leadership - Evidence Based Management (PAL-EBM)

Questions And Answers PDF Format:

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Version = **Product**

Latest Version: 6.0

Question: 1

How do you know if your product is delivering value?
Response:

A. When the business is profitable.
B. When internal stakeholders are satisfied with the product.
C. When the working environment is good.
D. When your users are happy and engaged with the product.

Answer: D

Question: 2

Your company has many unique variations of the same product that it sells to different customers. Maintaining all these versions leaves you no time to improve the product. What measure(s) should you examine to help you to improve your ability to deliver value?
(choose the best answer)
Response:

A. Velocity.
B. Cycle Time.
C. Revenue per Employee.
D. All of the above.
E. None of the above.
F. Innovation Rate.

Answer: F

Question: 3

Over a million customers use ABC company's product. ABC recently implemented and released a particular feature that they believed would be widely adopted by the users.
After gathering enough data from the test, it is concluded that the feature functions as intended however the usage rate was surprisingly low. What should ABC do?
Response:

A. Deem the new feature unsuccessful and proceed to implement the next feature.
B. Enlarge the sample size by extending the length of the original experiment.

C. Devise a new experiment to learn whether usability issues are causing the problem.

Answer: C

Question: 4

Your company has two products:
Product C: a very successful product that has a high market share in a slow-growing market.
Product D: a new product in a quickly growing emergent market.
What is the best way to allocate funding for development work between the two products?
Response:

A. Fund only to maintain Product C and use the remaining budget for developing Product D.
B. Budget based on projected revenues of each product for the upcoming year.
C. Fund each product with a focus on closing the user satisfaction gaps of each.
D. Fund based on feature requests for each product.

Answer: C

Question: 5

Creating a culture of continuous improvement puts organizations on the path to competitive advantage.
Response:

A. FALSE
B. TRUE

Answer: B

Question: 6

You want to know the potential value that your product could, but does not yet, deliver. Which of the following is the most helpful?
(choose the best answer)
Response:

A. Asking your customers what they like about the product.
B. None of the above.
C. All of the above.
D. Interviewing users who tried your product but did not buy.
E. Testimonials about why your customers choose your product.
F. Competitor research and their market shares.

Question: 7

Over a million customers use BLOOM company's product. BLOOM recently implemented and released a particular feature that they believed would be widely adopted by the users.

After gathering enough data from the test, it is concluded that the feature functions as intended however the usage rate was surprisingly low.

What should BLOOM do?

Response:

A. Enlarge the sample size by extending the length of the original experiment.
B. Devise a new experiment to learn whether usability issues are causing the problem.
C. Deem the new feature unsuccessful and proceed to implement the next feature.

Answer: B

Question: 8

A product improvement experiment is more effective when you know the following:

Response:

A. What will be done to reduce the customer satisfaction gap that the experiment is targeting.
B. The experiment's target audience.
C. The customer satisfaction gap that the experiment is targeting.
D. All of the above.
E. How success will be measured.

Answer: D

Question: 9

What essential contribution do executives make when the organization makes portfolio investment decisions?

(choose the best two answers)

Response:

A. Setting clear and measurable goals for the organization.
B. All of the above.
C. Coordinating initiatives to make sure resources are used efficiently.
D. Identifying new initiatives that the organization should pursue.

Question: 10

You developed and released a feature with the goal of improving your product's customer satisfaction rate. The resulting data shows that it does not have the intended impact and customer satisfaction remains unchanged.

Additionally, the data shows your users rarely use the feature at all. What do you do?

Response:

A. Fix the UX so that it is easier to use and re-release it.
B. Remove the feature from the product and move on to the next highest priority feature.
C. Improve the design of the feature and re-release it.
D. Interview the users and observe the usage to understand why the feature is not being used.

Answer: D

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