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BCS BAPv5 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Analyzing the Current State: This section of the exam covers choosing the most viable method methods to research the business situation and how to utilize tools to represent the current business situation.
Topic 2	<ul style="list-style-type: none">Strategic Context for Business Analysis: This section of the exam covers the purpose of an organization's vision. how to apply a suitable technique to analyze the internal environment of an organization and use a suitable technique to analyze the external environment of an organization.

Topic 3	<ul style="list-style-type: none"> • Designing and Defining the Solution: In this exam, the topics covered include how to identify the stages of Design Thinking, defining the utilization of divergent and convergent thinking, and gap analysis.
Topic 4	<ul style="list-style-type: none"> • Establishing the Target State: In this section, the topics covered include utilizing a business activity mode and how to pinpoint the five activities included in a BAMExplain the three types of business events.

BCS Practitioner Certificate in Business Analysis Practice v5.0 Sample Questions (Q103-Q108):

NEW QUESTION # 103

The customer journey map below was created for Eyes 4U, a chain of high street opticians. This shows the journey of a person who is 67 years old and retired with a limited pension and active social life. What are the MOST LIKELY statements to be in Box F and Box 6?

- A. F pleased appointment ending 6 provide clearer information on options and pricing
- **B. F concern at cost 6 provide clearer information on options and pricing**
- C. F provide clearer information on options and pricing 6 concern at cost
- D. F: worry about choosing the wrong frame 6: introduce virtual frame selection technology

Answer: B

Explanation:

Explanation

A customer journey map is a visual representation of the steps and emotions that a customer goes through when interacting with a product or service. It helps to identify the pain points and opportunities for improvement in the customer experience. A customer journey map typically consists of the following elements: stages, actions, thoughts, feelings, touchpoints and opportunities. Therefore, option A is the correct answer, as it matches the elements of the customer journey map for Box F and Box 6. Box F represents the feeling of the customer at the stage of choosing a frame. The feeling is concern at cost, as the customer is worried about the price of the frames and lenses. Box 6 represents the opportunity for improvement at the stage of selecting lenses. The opportunity is to provide clearer information on options and pricing, as this would help the customer to make an informed decision and reduce their anxiety. Option B is not a correct answer, as it does not match the elements of the customer journey map for Box F and Box 6. Box F represents the feeling of the customer, not an opportunity for improvement. Box 6 represents an opportunity for improvement, not a feeling of the customer. Option C is not a correct answer, as it does not match the elements of the customer journey map for Box F and Box 6. Box F represents the feeling of the customer, not an opportunity for improvement. Box 6 represents an opportunity for improvement, not a feeling of the customer.

Option D is not a correct answer, as it does not match the elements of the customer journey map for Box F and Box 6. Box F represents the feeling of the customer, not an opportunity for improvement. Box 6 represents an opportunity for improvement, not a feeling of the customer.

References: BCS Practitioner Certificate in BAP Specimen, page 23.

NEW QUESTION # 104

A software development company has been receiving increased customer complaints about the user interface of their new mobile app, leading to a drop in user engagement and app downloads.

Which of the following will enable a business analyst to identify the root causes of the problematic attitudes observed by the company?

- A. Empathy map
- **B. Rich pictures**
- C. Mind map

Answer: B

Explanation:

The technique that best supports identifying root causes of problematic attitudes is the rich picture. The documentation explains that many problematic business situations have "human and cultural aspects" that traditional structured models (like process or data models) cannot capture well. These aspects include differing viewpoints, misunderstandings, stress, dissatisfaction with management, frustration at inadequate resources, and other "people" factors that can directly affect outcomes. A rich picture explicitly enables the

analyst to document these human factors alongside information flows and other issues, because it is intentionally unstructured and allows a "brain dump" of what is happening and how people feel about it.

The guidance also positions rich pictures as particularly useful in messy situations with multiple causes, helping the analyst see connections between issues and progressively enrich understanding as new information emerges. This matters in the scenario: complaints about the UI may reflect deeper causes such as poor navigation, unclear content, inconsistent interaction patterns, internal constraints, or misalignment between user expectations and design choices—plus stakeholder tensions about priorities. A rich picture is designed to surface and connect these causes and perceptions early in investigation.

A mind map can help structure information, but the rich picture is explicitly highlighted as the technique that captures the essence of the whole situation, especially where attitudes and cultural factors are significant.

NEW QUESTION # 105

The senior designer of a clothing company has been asked to put together a business vision and objectives. An experienced business analyst has been asked to help review the objectives, which are as follows:

Increase market share in key demographics.

Enhance customer experience and loyalty.

Expand product lines and reach new markets.

Which two of the following should be included as Critical Success Factors (CSFs) based on the stated objectives?

- A. Investigate social media reach and engagement and ensure that the follower count for the company remains high.
- **B. Monitor pricing strategies of competitors and adjust pricing to remain competitive while ensuring profitability.**
- **C. Evaluate and establish new distribution channels such as online marketplaces, brick-and-mortar stores, or partnerships.**
- D. Review regulatory and compliance processes to ensure that the company has the appropriate licences in place.
- E. Monitor employee satisfaction and ensure that the company has strategies in place to manage changes to company roles.

Answer: B,C

Explanation:

The documentation defines Critical Success Factors (CSFs) as the few key areas where "things must go right" for the business to flourish and for managerial goals to be attained. The key points are that CSFs are few, they are key, and they are musts—not just "nice-to-have" activities.

Given the objectives, CSFs should be chosen that directly drive market share growth, customer loyalty, and expansion into new markets. Option A aligns strongly to "increase market share in key demographics" because pricing competitiveness is often a critical lever in apparel retail: if pricing drifts out of line with competitor positioning or customer value expectations, share and loyalty can rapidly erode. A CSF framed around continuously monitoring competitor pricing and responding in a controlled way supports both market share and profitability—key for sustained growth.

Option D aligns strongly to "expand product lines and reach new markets." Establishing new distribution channels (marketplaces, stores, partnerships) is frequently a make-or-break capability for expansion: without the right channels, new product lines won't reach target segments effectively. That makes it a credible "must go right" area.

Option E (follower count) is not necessarily critical—engagement can matter, but "follower count must remain high" is too narrow and can be a vanity metric. Options B and C may be important hygiene or internal factors, but they are not as directly tied to the stated objectives as A and D.

NEW QUESTION # 106

A project manager is discussing the activities on a Business Activity Model (BAM) with a group of Subject Matter Experts (SMEs). The SMEs confirm that the "review feedback" activity is triggered in the event that targets are not met, and on a quarterly basis when a report is automatically generated. The "update supplier list" activity is triggered when the supplier signs a contract.

How many of each type of business events are listed?

- **A. 1 × internal, 1 × external, 1 × time-based.**
- B. 1 × time-based, 2 × external.
- C. 1 × internal, 2 × time-based.
- D. 2 × internal, 1 × external.

Answer: A

Explanation:

Business events (triggers) initiate business activities, and the guidance defines three types: external, internal, and time-based. External events originate from outside the organisation or business system; internal events originate within the business system (often as a result of managerial decisions); and time-based events occur at predetermined times (e.g., periodic schedules).

In the scenario, "targets are not met" is an internal business event because it arises from performance management within the business system—targets and performance monitoring are internal management concerns, and the "trigger" is the organisation's own recognition that performance is below expectation (an internally generated condition).

"On a quarterly basis when a report is automatically generated" is a time-based business event because it is explicitly scheduled (quarterly) and happens due to time passing rather than an external party's action. Time-based events commonly drive periodic reporting and review cycles.

"When the supplier signs a contract" is an external business event because the supplier is outside the organisation's business system; the triggering action (contract signing) is performed by an external party, even though it leads to internal administrative work such as updating supplier records.

So there are 1 internal, 1 time-based, and 1 external event: option C.

NEW QUESTION # 107

A Business Analyst and a project Manager are producing a business case for an initiative, which aims to improve the cyber defense of a large financial services provider.

They met recently to review progress, and made the following notes for the next draft:

The benefits of cyber will be described in quantitative terms, so we will need to describe these qualitatively.

We need to make it clear that we have fully explored the solution market, and we have considered a range of approaches to meeting the objectives of this project.

The threat posed to the organization from cyber attack, and therefore the justification for the project, needs to be clearly articulated.

Which of the following sets of elements of a business case will cover ALL of these points?

- A. Description of the current situation, impact assessment, risk assessment
- B. Impact assessment, analysis of costs and benefits, recommendations
- C. Description of the current situation, analysis of costs and benefits, options considered
- D. Recommendations, risk assessment, options considered

Answer: C

Explanation:

Explanation

A business case is a formal written proposal that details the costs and benefits of a proposed business change or solution. It helps to justify and secure the approval and funding for a proposed business change or solution.

A business case typically consists of several elements, such as description of the current situation, analysis of costs and benefits, options considered, recommendations, impact assessment, risk assessment etc. Therefore, option A is the correct answer, as it identifies which set of elements of a business case will cover all of these points respectively. Description of the current situation is an element that describes the problem or opportunity that exists in the current state and the need or rationale for a change or solution. It helps to explain what is wrong or missing in the current state and what are the objectives and outcomes of a change or solution. This element will cover the point that the threat posed to the organisation from cyber attack, and therefore the justification for the project, needs to be clearly articulated. Analysis of costs and benefits is an element that evaluates the financial and non-financial impacts of a proposed change or solution. It helps to compare and contrast the costs and benefits of different options or solutions and determine their feasibility and desirability.

This element will cover the point that the benefits of cyber will be described in quantitative terms, so we will need to describe these qualitatively. Options considered is an element that identifies and describes the alternative ways of addressing a problem or opportunity. It helps to explore and analyse the pros and cons of different options or solutions and select the best one based on criteria and evidence. This element will cover the point that we need to make it clear that we have fully explored the solution market, and we have considered a range of approaches to meeting the objectives of this project. Option B is not a correct answer, as it does not identify which set of elements of a business case will cover all of these points respectively. Impact assessment is an element that assesses the effects or consequences of a proposed change or solution on people, processes, organisation and technology. It helps to identify who or what will be affected by a proposed change or solution and how they will be affected. This element will not cover any of these points. Recommendations is an element that proposes and justifies the preferred option or solution for addressing a problem or opportunity. It helps to persuade and convince decision makers or influencers to approve and fund a proposed change or solution. This element will not cover any of these points. Option C is not a correct answer, as it does not identify which set of elements of a business case will cover all of these points respectively.

Recommendations is an element that proposes and justifies the preferred option or solution for addressing a problem or opportunity. It helps to persuade and convince decision makers or influencers to approve and fund a proposed change or solution. This element will not cover any of these points. Risk assessment is an element that identifies and evaluates the uncertainties or threats that may affect a proposed change or solution. It helps to estimate the likelihood and impact of risks and plan how to avoid or mitigate them. This element will not cover any of these points. Option D is not a correct answer, as it does not identify which set of elements of a business case will cover all of these points respectively. Description of the current situation is an element that describes the problem or opportunity that exists in the current state and the need or rationale for a change or solution. It helps to explain what is wrong or

missing in the current state and what are the objectives and outcomes of a change or solution. This element will cover the point that the threat posed to the organisation from cyber attack, and therefore the justification for the project, needs to be clearly articulated. Impact assessment is an element that assesses the effects or consequences of a proposed change or solution on people, processes, organisation and technology. It helps to identify who or what will be affected by a proposed change or solution and how they will be affected. This element will not cover any of these points. Risk assessment is an element that identifies and evaluates the uncertainties or threats that may affect a proposed change or solution. It helps to estimate the likelihood and impact of risks and plan how to avoid or mitigate them. This element will not cover any of these points.

References: BCS Practitioner Certificate in BAP Specimen, page 42.

NEW QUESTION # 108

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