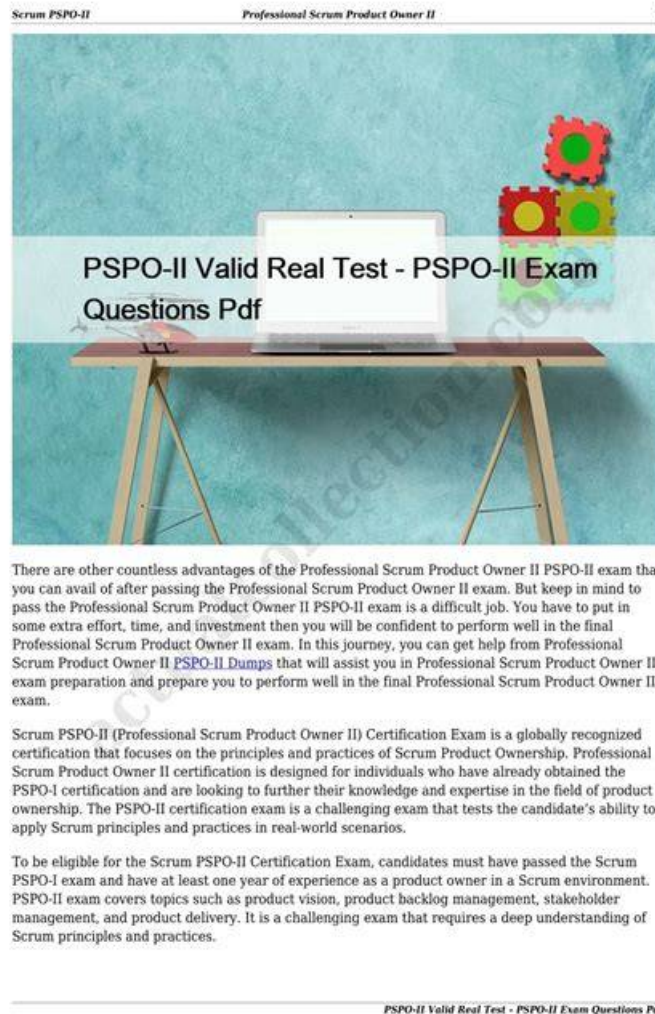


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Evidence-Based Management	- Empirical Product Decision Making - Value Metrics and Outcomes
Scrum Theory and Empiricism	- Scrum Values and Principles - Transparency, Inspection, Adaptation

Product Backlog Management	- Ordering and Prioritization - Product Backlog Refinement
Product Ownership Accountability	- Product Value Maximization - Accountability of the Product Owner

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Scrum Professional Scrum Product Owner II Sample Questions (Q26-Q31):

NEW QUESTION # 26

Your executive leadership team believes that your product can achieve higher market share.

. The Sales Leader is pressuring you to reduce the price of the product to attract more customers.

. The Director of Finance is concerned that reducing the price will merely reduce the product's profitability.

What sources of information should you consider when deciding whether to drop the price as the Sales Leader is suggesting?
(choose the best four answers)

- A. Channel sales strategy.
- **B. Market share.**
- C. Company earnings targets.
- **D. Customer satisfaction.**
- **E. Unmet customer needs.**
- **F. Competitor pricing.**

Answer: B,D,E,F

Explanation:

The Product Owner is accountable for maximizing the value of the product resulting from the work of the Scrum Team. They are also accountable for effective Product Backlog management, which includes ordering the Product Backlog items to best achieve goals and missions¹. The Product Owner should consider various sources of information to make informed decisions about the product, such as customer feedback, market trends, stakeholder input, and data analysis².

When deciding whether to drop the price of the product, the Product Owner should consider the following sources of information:

Customer satisfaction: The Product Owner should measure and monitor how satisfied the customers are with the product, and how likely they are to recommend it to others. Customer satisfaction is a key indicator of product value and quality, and it can also influence customer retention and loyalty. The Product Owner should use various methods to collect customer feedback, such as surveys, interviews, reviews, ratings, and net promoter score³.

Market share: The Product Owner should track and compare the product's market share with its competitors and potential customers. Market share is the percentage of the total market that is captured by the product, and it reflects the product's popularity and demand. The Product Owner should use market research, sales data, and industry reports to analyze the market share and identify opportunities and threats⁴.

Unmet customer needs: The Product Owner should identify and prioritize the customer needs that are not yet met by the product or its competitors. Unmet customer needs are the gaps or problems that the customers face, and that the product can solve or address. The Product Owner should use techniques such as user stories, personas, value proposition canvas, and jobs to be done to discover and validate the unmet customer needs⁵.

Competitor pricing: The Product Owner should benchmark and compare the product's pricing with its competitors and alternatives. Competitor pricing is the amount of money that the customers have to pay to acquire or use a similar or substitute product. The Product Owner should use competitive analysis, price elasticity, and value-based pricing to determine the optimal pricing strategy for the product².

The other option, company earnings targets, is not a relevant source of information for the Product Owner, as it does not reflect the value or the demand of the product. The Product Owner should focus on delivering value to the customers and the stakeholders, rather than meeting arbitrary financial goals. The company earnings targets may also change over time, and they may not align with the product vision or the market reality².

References: 1: Scrum Guide 2: Managing Products with Agility 3: Customer Feedback 4: Market Share 5: Unmet Customer Needs :

NEW QUESTION # 27

Which of the following might be considered when ordering Product Backlog items?
(choose all that apply)

- A. Cost of delay.
- B. Value of Product Backlog items.
- C. Dependencies to other products.
- D. Dependencies between Product Backlog items.
- E. Cost of implementation.

Answer: A,B,C,D,E

Explanation:

According to the PSPO II guide and Scrum.org competencies, when ordering Product Backlog items, a Product Owner should consider various factors to maximize the value of the work done by the Scrum Team.

These factors include:

A: Dependencies to other products: Recognizing dependencies to other products is crucial for the Product Owner to ensure that the Scrum Team is working on items that can be completed and deliver value without being blocked by external dependencies.

B: Value of Product Backlog items: The primary role of a Product Owner is to maximize the value delivered by the Scrum Team, and ordering items based on their value is a fundamental aspect of this responsibility.

C: Dependencies between Product Backlog items: Understanding and managing dependencies between Product Backlog items helps in planning Sprints more effectively, ensuring that the team is working on items in a logical sequence.

D; Cost of delay: The cost of delay is a critical economic factor that influences the ordering of Product Backlog items. Items that would result in a higher cost if delayed should be prioritized.

E: Cost of implementation: While value maximization is the goal, the cost of implementation cannot be ignored. Balancing the cost and the expected value is essential for effective Product Backlog management.

These considerations are in line with the Scrum.org Professional Scrum competencies, particularly under 'Managing Products with Agility', where it's emphasized that Product Owners should have a deep understanding of market value, product feasibility, and the importance of making trade-offs to maximize value.

NEW QUESTION # 28

For which type of problem domain is an empirical approach most helpful? (choose the best answer)

- A. Simple problems, in which the relationship between cause and effect is known.
- B. Chaotic problems, in which the relationship between cause and effect is not clear.
- C. Complex problems, in which the relationship between cause and effect are only understandable with experience.
- D. Complicated problems, in which the relationship between cause and effect can be understood through some analysis.

Answer: C

NEW QUESTION # 29

You have more ideas for new products than you have money to invest. What should you do?
(choose the best answer)

- A. Invest in the proposals that have the highest projected Current Value for the next year.
- B. Invest in all of them, but at proportionally lowered amounts, and see how they all perform.
- C. Fund small experiments to test the proposed ideas and assumptions, then evaluate results.
- D. Rank proposals by market potential (Unrealized Value) and fully fund as many as you can.

Answer: C

Explanation:

According to the Professional Scrum Product Owner II guide, one of the key competencies of a Product Owner is to validate product assumptions and hypotheses using empirical evidence¹. This means that instead of investing a lot of money and time into building a product based on unproven ideas, the Product Owner should conduct small experiments to test the viability, desirability, and feasibility of the product². These experiments can take various forms, such as prototypes, mockups, surveys, interviews, landing

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