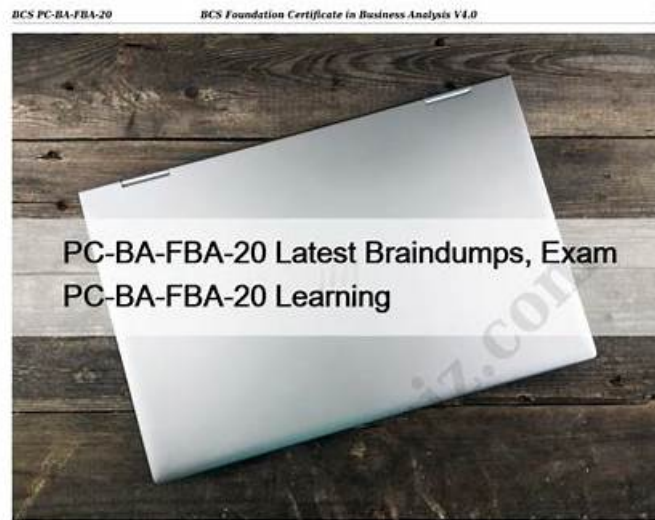


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## BCS Foundation Certificate in Business Analysis V4.0 Sample Questions (Q17-Q22):

### NEW QUESTION # 17

Which of the following BEST describes an ethnographic study?

- **A. A study where the analyst spends an extended period of time in the target environment.**
- B. A study which ensures that the needs of a wide range of ethnic groups are considered.
- C. A study which uses prototype graphical screens to demonstrate a user requirement.
- D. A study of users in their workplace undertaking representative simulated scenarios.

**Answer: A**

### NEW QUESTION # 18

At a recent Board Meeting the Directors of an office fitting company ratified the company's mission as:  
To meet or undercut all our competitors' prices'

Which of the following is MOST LIKELY to be the company's vision?

- A. To reduce the cost of office fitting by 5%.
- **B. To offer the best value office fitting service**
- C. To be the premier office fitting company
- D. To increase the company's market share.

**Answer: B**

Explanation:

A mission statement defines the organization's purpose and primary objectives, often focusing on what the organization does and how it operates in the present. In contrast, a vision statement outlines the long-term aspirations of the organization-what it aims to become in the future. The mission provided-"To meet or undercut all our competitors' prices"-is focused on price competitiveness, which is a tactical approach rather than a strategic aspiration.

Let's analyze each option:

A . To offer the best value office fitting service: While this aligns somewhat with the mission, it is more of a value proposition or operational goal rather than a visionary statement. It lacks the aspirational and long-term focus that defines a vision.

B . To reduce the cost of office fitting by 5%: This is a specific, measurable objective, but it is too narrow and tactical to qualify as a vision. Visions are broader and not tied to specific metrics.

C . To increase the company's market share: Increasing market share is a strategic goal, but it is still an intermediate step toward achieving something greater. It does not capture the overarching ambition of the company.

D . To be the premier office fitting company: This option reflects a long-term aspiration and aligns with the characteristics of a vision statement. It expresses the desire to achieve leadership and excellence in the industry, which is consistent with the mission of being competitive on price while aiming for a higher status.

According to the BCS Business Analysis Framework , a vision statement should inspire and guide the organization toward its ultimate goal. Therefore, D is the most appropriate choice.

### NEW QUESTION # 19

Which of the following statements is true?

- A. Shadowing is an effective way of preparing test scripts for user acceptance
- B. Rich pictures and mind maps are used to document the requirements for the IT system
- **C. Ethnographic Studies are concerned with the long term observation of the business environment.**
- D. Interviews are effective in building a consensus view and securing agreement from a diverse group.

**Answer: C**

### NEW QUESTION # 20

A convenience food manufacturer has noted that consumers are increasingly concerned about the use of unnecessary packaging. Which of the following techniques would help a business analyst to uncover this concern?

- A. Boston Box analysis.
- B. Power/Interest grid
- C. Resource Audit
- **D. PESTLE analysis**

**Answer: D**

Explanation:

The concern of consumers about unnecessary packaging is an external factor that influences the organisation. The appropriate technique for systematically analysing these external macro-environmental factors is PESTLE analysis. PESTLE stands for Political, Economic, Sociological, Technological, Legal, and Environmental factors. The increasing consumer concern about packaging falls clearly under the Sociological or Environmental categories of the PESTLE framework. This technique helps the business analyst identify trends and issues arising from outside the organisation that may create a business need or risk, which then drives strategic change. The other options are incorrect: a Power/Interest grid is for stakeholder management; Boston Box (BCG Matrix) is for product portfolio management; and a Resource Audit is for internal analysis of resources.

(Reference: BCS Foundation Certificate in Business Analysis / BCS Business Analysis Practice - Strategic Analysis, External Environment Analysis)

### NEW QUESTION # 21

IT services has commissioned a new desktop PC replacement project that has been funded and running for three months, with a fully-engaged sponsor and programme manager appointed. The head of IT services has not been involved beyond the initial project start-up interviews and has not attended any of the project meetings. What position on the power interest and does the head of IT services currently occupy?

- A. Low power and influence but high interest
- **B. High power or influence but low interest**
- C. Some power and influence and some interest
- D. High power or influence and high interest

**Answer: B**

Explanation:

To determine the position of the head of IT services on the power-interest grid, we need to evaluate their level of power/influence and interest in the project.

Key Considerations:

Power/Influence: The head of IT services holds a senior leadership role, which implies they have significant authority and influence over IT-related decisions and resources. This places them in the "high power" category.

Interest: Despite their authority, the head of IT services has not been actively involved in the project beyond the initial start-up interviews and has not attended any project meetings. This indicates a lack of ongoing engagement or interest in the project's progress.

Evaluation of Each Option:

A . High power or influence but low interest:

The head of IT services has significant authority (high power) but is disengaged from the project (low interest).

Conclusion: This is the correct answer .

B . Some power and influence and some interest:

This option suggests moderate levels of both power and interest, which does not align with the head of IT services' senior role and lack of involvement.

Conclusion: This is not correct .

C . High power or influence and high interest:

While the head of IT services has high power, their lack of attendance at project meetings indicates low interest.

Conclusion: This is not correct .

D . Low power and influence but high interest:

The head of IT services clearly has high power due to their senior leadership role, so this option is incorrect.

Conclusion: This is not correct .

Final Recommendation:

The head of IT services occupies the position of high power or influence but low interest on the power-interest grid.

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