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The PSPO-II certification is recognized globally as a mark of excellence in Product Ownership, demonstrating that the certified Product Owner has the skills and knowledge needed to drive product development and delivery in a complex and challenging environment. Professional Scrum Product Owner II certification is offered by Scrum org, a leading provider of Scrum training and certification, and is widely regarded as one of the most rigorous and comprehensive certifications for Product Owners in the industry. Overall, the PSPO-II Certification Exam is a critical step for Product Owners looking to advance their careers and demonstrate their expertise in the Scrum framework.

Scrum Professional Scrum Product Owner II Sample Questions (Q43-Q48):

NEW QUESTION #43

You are the Product Owner at a small company with a single product. You have authority over pricing, promotion, and how much is invested in new features or capabilities. Your product has:

- * High Current Value as indicated by high customer satisfaction.
- * High Unrealized Value as indicated by low market share.

Using those two data points, what is the first action you should take to increase the business performance of the product? (choose the best answer)

- A. Release an identical product to market, but give it a new product name.
- B. Drop the price for the product to attract a greater number of customers.
- C. Increase the number of product features to attract a greater number of customers.
- D. Improve the marketing of the product to attract a greater number of customers.

Answer: D

Explanation:

= Based on the Evidence-Based Management (EBM) framework, your product has a high Current Value (CV), which means that it delivers value to the existing customers and meets their needs and expectations. However, it also has a high Unrealized Value (UV), which means that there is a large gap between the potential and actual use of the product in the market. This indicates that your product has a low awareness, reach, or appeal among the potential customers who could benefit from it.

To increase the business performance of the product, you need to reduce the UV and increase the Ability to Innovate (A2I), which is the ability to deliver future value. One way to do this is to improve the marketing of the product, which can help you to communicate the value proposition, differentiate the product from the competitors, and attract a greater number of customers. This can also provide you with more feedback and data to inform your product strategy and backlog prioritization.

The other options are not the best actions to take, because they either do not address the root cause of the high UV, or they may compromise the CV or A2I of the product. Increasing the number of product features may not necessarily increase the value or the demand for the product, and it may also increase the complexity and the cost of development. Releasing an identical product with a new name may confuse the customers and dilute the brand identity, and it may also create legal or ethical issues. Dropping the price for the product may not be a sustainable or profitable strategy, and it may also affect the perceived quality or value of the product. References = Professional Scrum Product OwnerTM II Certification, Managing Products with Agility, Evidence-Based Management

NEW QUESTION #44

True or False: In order to stay aligned with the organizational strategy, goals should be achievable within the budget cycle.

- A. False
- B. True

Answer: A

NEW QUESTION #45

Your product's nearest competitor has lower market share, but has higher customer satisfaction, though they lack some key features of your product. You are losing market share to them as customers discover them. They release 3 times faster than you, which is helping them to win customers. What should you do first in response? (choose the best answer)

- A. Find new markets for your product that your competitor is not yet in.
- B. Add features to your next release that you think will retain and win customers.
- C. Lower your product's price to make it more attractive to new and existing customers.
- D. Improve your time-to-market and rate of innovation to improve your responsiveness.

Answer: D

Explanation:

Verified answer: C

Very Very Short Explanation: According to the PSPO II guidelines, the focus should be on improving time-to-market and rate of innovation to enhance responsiveness. This aligns with the principles of agility and Scrum, which emphasize the importance of delivering value quickly and responding to market changes 123. By improving these areas, you can better meet customer needs and compete more effectively in the market.

NEW QUESTION #46

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

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

Answer: D

Explanation:

According to the Professional Scrum Product OwnerTM 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 pages, etc. The goal is to gather feedback from real or potential users and customers, and measure the outcomes against predefined success criteria3. Based on the results of the experiments, the Product Owner can then decide whether to persevere, pivot, or terminate the product idea4. This approach helps to reduce the risk of wasting resources on products that nobody wants or needs, and to focus on the most valuable and promising ideas.

NEW QUESTION #47

As a Product Owner, you've gathered a lot of ideas and suggestions. Based on the limited budget and time, you will not be able to pursue all of them.

Which would be the best approach? (choose the best answer)

- A. Fund small experiments to test the proposed ideas and assumptions, then evaluate outcomes.
- B. Invest in the items that can potentially return the highest revenue for the upcoming year.
- C. Distribute the budget evenly across all items in order to accurately compare the ROI between items.
- D. Rank the items by Unrealized Value and invest fully in as many as possible.

Answer: A

NEW QUESTION #48

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