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Question: 1

Which of the following is a customer-centric requirement artifact?

- A. Story map
- B. Security
- C. Compliance enabler
- D. Usability

Answer: A

Question: 2

Which aspects of a product's strategic intent can personas help define?

- A. Specific Feature building based on Teams in the ART
- B. Supplier and local ART agreement coordination
- C. Features and benefit hypothesis
- D. Lean Budget Guardrails

Answer: C

Question: 3

What is the most important planning question for primary research?

- A. What research medium will be used?
- B. Who will be asked?
- C. How many people will be asked?
- D. What will be asked?

Answer: B

Question: 4

Which horizon describes the desired state as stable solutions that deliver high value with minimal new investment?

- A. Horizon 0
- B. Horizon 1
- C. Horizon 3
- D. Horizon 2

Answer: B

Question: 5

What information does a Product Manager contribute during PI Planning?

- A. The exact sequence of work
- B. Product Vision and Roadmap
- C. Definition of done for each Feature
- D. Sizing of Features requested

Answer: B

Question: 6

What metric should Product Managers primarily focus on to help guide the evolution of the products?

- A. Vanity Metrics B. Output Metrics C. Outcome Metrics D. Flow Metrics **Answer: C**

Question: 7

Which research activity primarily drives product strategy instead of product design?

- A. Understanding Customers and values
B. Reviewing long-term Architectural Runway Enablers
C. Observing what people do with the product
D. Focusing on product requirements

Answer: A

Question: 8

What is a result of using personas and empathy maps together?

- A. Improved product design
B. A better understanding of supplier license agreements
C. Actionable research
D. Ability to project the value of the market

Answer: A

Question: 9

Which research game is primarily used to better understand Customer needs?

- A. Prune the Product Tree
B. Show and Tell
C. Spider Web
D. Buy a Feature

Answer: A

Question: 10

Who is the best stakeholder to collaborate with if a Product Manager wants to discuss an Enabler Feature for the upcoming PI?

- A. Agile Team
B. Epic Owners
C. Business Owners
D. System/Solution Architects

Answer: D

Question: 11

What is one key component of Cost of Delay (COD)?

- A. Duration
- B. Job size
- C. Sequencing
- D. Time criticality

Answer: D

Question: 12

How does a portfolio canvas provide business context?

- A. It is an elaboration of the objectives and key results (OKRS)
- B. It determines the allocations for investment horizons
- C. It describes how a Solution fits into the overall strategy
- D. It links the ART canvases

Answer: C

Question: 13

What is an example of a measurement that can help drive Value Stream innovation and improvements?

- A. Average Customer acquisition costs
- B. Iteration velocity measured on a quarterly basis
- C. Percentage of Customers activating the product
- D. Number of Customers added during the quarter

Answer: B

Question: 14

The Lean Portfolio Management team is reviewing new work moving through the Portfolio Kanban.

Request 1 is incremental innovation and can likely be done by one ART in one PI. Request 2 is a major opportunity impacting multiple stages of the Value Stream, likely requiring the participation of two ARTS over multiple PIs. Which backlog should each request be added?

- A. Both should be added to the Portfolio Backlog
- B. Both should be added to the ART Backlog
- C. Request 1 should be added to the ART Backlog as a Feature; Request 2 should be added to the Portfolio Backlog as an Epic
- D. Request 1 should be added to the Portfolio Backlog as an Epic; Request 2 should be added to the ART Backlog as a Feature

Answer: C

Question: 15

What aspect of a product or service does the "Golden Circle" consider most important to communicate to prospective Customers?

- A. The product or service that sets it apart from others
- B. The array of benefits the product or service offers
- C. The Solution that the product or service provides
- D. The purpose of the product or service

Answer: D

Question: 16

When estimating Feature effort in the analysis stage of the ART Kanban, which sizing standard is used?

- A. Estimated hours
- B. T-Shirt sizing
- C. Estimated days
- D. Story points

Answer: D

Question: 17

A Product Manager in a business-to-business market wants to disrupt a competitor by changing the work processes of a complex industrial process. Which Design Thinking tool will help in redesigning the work processes?

- A. Journey maps
- B. Value proposition canvas
- C. Buy a Feature
- D. Buyer personas

Answer: A

Question: 18

What is the key concern when evaluating the fit for a market segment?

- A. Are there substitutes for this product offering in the market?
- B. Is the segment going to be highly profitable?
- C. Are our Customers happy?
- D. Does the segment align with our values and mission?

Answer: D

Question: 19

Which research game is primarily used to better understand Customer needs?

- A. Buy a Feature
- B. Spider Web
- C. Show and Tell
- D. Prune the Product Tree

Answer: D

Question: 20

What criterion must be satisfied before a Feature can flow from the analysis state to the backlog state on an ART Kanban?

- A. Teams define the build and test Solution
- B. The benefit hypothesis and acceptance criteria are defined
- C. The Feature is decomposed into Stories
- D. The Feature is integrated and deployed

Answer: B

Question: 21

Where are opportunities found in the strategic sweet spot?

- A. Competitors offerings
- B. Solution Intent
- C. Customer needs
- D. Product Vision

Answer: A

Question: 22

In which Roadmap Feature bucket would a Product Manager place an add-on Feature?

- A. Up-sell
- B. New Business
- C. Horizon 1
- D. Retainment

Answer: A

Question: 23

The "chasm" can occur between visionaries and what segment of the target market?

- A. Early majority
- B. Middle skeptics
- C. Late adopters
- D. Technology enthusiasts

Answer: A

Question: 24

Which type of product might face a chasm in its adoption?

- A. Growth product
- B. Innovative product
- C. Decommissioned product
- D. Mature product

Answer: B

Question: 25

What is a key factor in determining the value of a market segment?

- A. Time criticality in product delivery
- B. Availability of materials and people in sufficient quantities
- C. The amount Customers are willing to pay for products or services
- D. Where the products and services will be sold

Answer: C

Question: 26

Which element of Solution Intent helps drive a Solution Roadmap?

- A. Strategic Themes
- B. Specifications
- C. Customer segments
- D. Product Vision

Answer: B

Question: 27

What is the most important information to communicate in a product Vision?

- A. How life/work will improve by using this Solution
- B. The target release date
- C. The new technology platform requirements
- D. Architecture requirements

Answer: A

Question: 28

Which statement is true about personas?

- A. They should be used to convey the problems of a typical Customer
- B. They should be created before choosing a market segment
- C. They explain how the Customers want to use the product
- D. They represent a broad set of experiences from various types of Customers to speak to a wider market range

Answer: A

Question: 29

Which aspect of the Continuous Delivery Pipeline (CDP) includes Gemba?

- A. Continuous Exploration
- B. Release on Demand
- C. Continuous Deployment
- D. Continuous Integration

Answer: A

Question: 30

What research game is primarily used to better understand the priorities of Solution requirements?

- A. Speed Boat B. Buy a Feature C. Start Your Day D. Spider Web Answer: B

Question: 31

What statement is true about designing an application programming interface (API) strategy?

- A. APIs can be modernized
B. API design and development should leverage Design Thinking
C. APIs should be approached as one-time projects
D. APIs are best when architected in the analyzing state within the ART Kanban

Answer: B

Question: 32

The business wants to avoid losing Customers. A new Feature to address that could be placed in which category?

- A. Retainment
B. Operational efficiency
C. New business Up-sell
D.

Answer: A

Question: 33

What does a successful minimum viable product (MVP) that has value in the market reveal about an Epic?

- A. The Epic's state should be moved to MVP
B. The Solution will be profitable
C. Development should continue
D. Development is complete

Answer: C

Question: 34

What circumstance would a team create a Story map?

- A. When Stories for a single Feature span multiple teams
B. When the Feature has multiple personas to address
C. When Stories are dependent on one another
D. When Stories work together to support a workflow Answer: D

Question: 35

Which artifact do Product Managers create to facilitate alignment with Product Owners (POs) working on the same ART?

- A. Roadmap
- B. Enterprise Architecture Diagrams
- C. Team-level Backlogs
- D. Strategic Themes

Answer: A

Question: 36

Feature estimates are aggregated back into the Epic estimate as part of which artifact?

- A. Lean business case
- B. Customer journey map
- C. Portfolio Roadmap
- D. Capabilities

Answer: A

Question: 37

The Architectural Runway is a key part of which aspect of the Design Thinking model?

- A. Viable
- B. Feasible
- C. Desirable
- D. Sustainable

Answer: D

Question: 38

Which is a good example of a pivot that would indicate that Customers want to pay in a different way?

- A. Customer problem pivot
- B. Customer segment pivot
- C. Value exchange pivot
- D. Feature pivot

Answer: C

Question: 39

What is one characteristic that is an essential part of market segmentation?

- A. Evaluating if segment members view the organization positively
- B. Validating that the segment is valuable enough to be economically feasible
- C. Determining if the organization already has strong sales within the segment
- D. Exploring competition within the segment

Answer: B

Question: 40

Which key job function differentiates a Product Manager from a Product Owner (PO)?

- A. Accepting Stories
- B. Focusing on the short-term Vision
- C. Prioritizing the backlog
- D. Reviewing legal agreements

Answer: D

Question: 41

What is the primary data used in market research?

- A. Testing hypotheses
- B. Developing hypotheses
- C. Market sizing
- D. Market structuring

Answer: B

Question: 42

Why is it important for every business to allocate funding to investment horizon 3?

- A. To ensure necessary investment is allocated to retire an existing product
- B. To identify the Features in the users of the product like most
- C. To create future products that can create new revenue streams
- D. To improve existing products so income exceeds costs

Answer: C

Question: 43

Design Thinking and the Continuous Delivery Pipeline (CDP) have which behavior in common?

- A. Both focus on the need for Continuous Integration to confirm the Solution is desirable
- B. Both focus on Return on Investment (ROI) and net present Value Metrics
- C. Both use feedback from Customers to improve products
- D. Both focus on continuous delivery of assets for Release on Demand

Answer: C

Question: 44

Which statement is true about designing a data strategy?

- A. It requires collaboration between Product Managers and their Customers
- B. Data monetization vastly increases the short-term value of products
- C. It is best when architected in the analyzing state within the ART Kanban
- D. It should be approached as a one-time project

Answer: A

Question: 45

Which event tracks the progress of the ART toward meeting the PI Objectives?

- A. Weighted Shortest Job First (WSJF) prioritization
- B. Incremental Business Value assignment
- C. Portfolio minimum viable product (MVP) reviews
- D. ART Sync

Answer: D

Question: 46

Which factor must be included when building a model of market segment value?

- A. Number of servers it will take to deliver the value
- B. Number of existing competitors
- C. Number of product distributors
- D. Number of product configurations that will be offered

Answer: B

Question: 47

Which stakeholder(s) could best provide current business feedback to guide Feature enhancements?

- A. Business Owners
- B. Solution Architect/Engineering
- C. Product Owner (PO)
- D. Lean Portfolio Management

Answer: A

Question: 48

What activity would be performed to create an ARTS PI Roadmap?

- A. Direct the intended audience to the Weighted Shortest Job First (WSJF) scoring
- B. Provide a list of agreed objectives
- C. Calculate velocity team by team
- D. Review the deployment windows for asset delivery

Answer: B

Question: 49

When dealing with a complex product, what is best defined as a secondary persona?

- A. Someone the product is explicitly not going to satisfy
- B. Another user of the primary interface can be accommodated as long as the targeted persona's experience is not compromised
- C. The consumer whose experience is essential to the degree that it is acceptable to alter the product experience of the primary persona

D. A persona that must be satisfied for the product such that the goals should drive the design process

Answer: B

Question: 50

A company that typically markets to small companies has a growth strategy to sell to larger organizations. The Product Manager is in charge of a new application and must recommend which of the following segments to address first.

Segment 1: Top 1,000 very large companies (over 25,000 employees); dominated by large Enterprise application vendors who sell the app as an add-on module but need to be better integrated into their other applications. Customer anecdotes indicate low satisfaction.

Segment 2: 5.8 million US-based small businesses (under 500 employees); tasks are often done in spreadsheets. Competitors are small privately-owned software companies offering desktop-based solutions. The company already has a good market share in this segment.

What should be the recommendation for the next 12 months?

- A. Choose segment 1
- B. Choose segment 2
- C. Choose both
- D. Find another segment

Answer: B

Question: 51

Who commonly facilitates the PO Sync event?

- A. A Release Train Engineer (RTE)
- B. A Scrum Master/Team Coach (SM/TC)
- C. A Solution Train Engineer (STE)
- D. An Agile Coach

Answer: A

Question: 52

What innovation context type refers to the innovations we find when looking at integrated, end-to-end products and service offerings to solve complex market problems across trains?

- A. Business Agility
- B. Solution
- C. Feature
- D. Portfolio

Answer: B

Question: 53

Which item on the ART planning board might indicate a market window Occurrence during a PI?

- A. Milestone Business value Dependency Feature
- B. **Answer: A**
- C.
- D.

Question: 54

What is an important step that increases confidence in the projected value of a market segment when integrating data from multiple sources?

- A. Focusing on internal Customers and analyzing the internal financial
- B. Understanding the impacts on the requirements, Solution Context, backlog, and the Architectural Runway
- C. Keeping calculations transparent and continually updated as more accurate information becomes available
- D. Collecting just enough data to elicit clear market segmentation value

Answer: C

Question: 55

When calculating Weighted Shortest Job First (WSJF), what action should be taken?

- A. Put each team in its own WSJF bucket
- B. Perform individual sizing by role in isolation, then synchronize the scoring later
- C. Set your "ceiling" in Fibonacci and work down to the lowest-scoring item
- D. Execute one column at a time in full, then move on to the next

Answer: D

Question: 56

The Product Owners (POs) on an ART held a brainstorming session to gather more detail on an upcoming Feature. They created many Stories but are still deciding which ones to do first because they seem necessary. Which technique would help organize the Stories and understand which are critical to implementing the Feature?

- A. Must have/Should have/Could have/Will not have (MOSCOW)
- B. Story mapping
- C. Weighted Shortest Job First (WSJF)
- D. Kano analysis

Answer: B

Question: 57

What research technique is used to develop personas?

- A. Journey map
- B. Solution Content
- C. Storyboard
- D. Product Vision

Answer: D

Question: 58

Qualitative research fuels innovation when designed to explore what?

- A. Feature adoption rates
- B. The context in which Customers use the product
- C. Feasibility of copying a competitive Feature
- D. Ideas for improving Feature throughput a PI **Answer: B**

Question: 59

Which statement is true about the business model canvas (BMC)?

- A. It only works for businesses, not for products
- B. It is a tool to describe what value the business will create
- C. If a product does not generate revenue, a BMC is not useful
- D. It is a tool to describe and evolve how value will be created

Answer: D

Question: 60

What is one strength of qualitative research?

- A. It builds Customer empathy within the team doing the research
- B. It provides statistically significant results
- C. It is scalable to large numbers of people
- D. It is costly on a per-customer cost basis

Answer: A

Question: 61

As a Product Manager, which canvas is most useful to help better understand the Customer?

- A. Operational Value Stream
- B. Business model
- C. Value proposition
- D. Portfolio

Answer: C

Question: 62

While using Weighted Shortest Job First (WSJF) for Feature estimation, Product Management indicates that a Feature is needed to demo at a conference in five weeks. Which WSJF element reflects the concern in the calculation?

- A. User/business value
- B. Risk reduction/opportunity enablement value
- C. Time criticality
- D. Job size

Answer: C

Question: 63

What is one question that helps assess market segment fit?

- A. How is the competition performing in this market space?
- B. Are there existing relationships or opportunities to create relationships with the right partners?
- C. Is this defined as a current segment or is there need for further evaluation of the Strategic Theme?
- D. Do Customers recognize they have the problem the Solution solves?

Answer: B

Question: 64

During which product phase is the focus more on optimizing existing Features instead of introducing entirely new Features?

- A. Decline
- B. Growth
- C. New
- D. Mature

Answer: D

Question: 65

Market research is conducted as a part of Design Thinking to help determine if a Solution is what?

- A. Viable Desirable Sustainable Feasible
- B. **Answer: B**
- C.
- D.

Question: 66

Which of the following aspects is most closely associated with the viability of the Solution?

- A. Managing lower Supplier costs
- B. Determining the value of target market segments
- C. Continuous innovation
- D. Collaborating with stakeholders

Answer: B

Question: 67

In what situation would using research games be an effective technique?

- A. Helping a diverse group of Customers prioritize enhancement requests
- B. Understanding the primary competitor's market strategy
- C. Determining the sales strategy for a new product launch
- D. Raising management's confidence in unit forecasts of a new product

Answer: C

Question: 68

What helps define the Sweet Spot of Strategy?

- A. Competitors' offerings
- B. Strategic Themes
- C. Company's Capabilities
- D. Solution Context

Answer: C

Question: 69

Which activity does a Product Manager perform to support different functions in product delivery?

- A. Build Solution Architecture
- B. Review legal agreements
- C. Support Team management
- D. Finalize sales contracts

Answer: B

Question: 70

What is the primary purpose of Product Manager interactions with Lean Portfolio Management?

- A. Providing effective operational support
- B. Getting the product built
- C. Selling the product
- D. Meeting the business goals

Answer: D

Question: 71

During backlog refinement, a new Feature is being discussed. A Business Owner explains that the Feature will serve existing Customers best as an add-on. Which category should this Feature be placed in?

- A. Operational efficiency
- B. Market research
- C. Retainment
- D. Up-sell

Answer: D

Question: 72

What is one activity that is most likely performed when conducting market research?

- A. Define requirements for the product
- B. Ask people what they would buy
- C. Consult a Solution Architect on creating a sustainable product
- D. Examine Solution options for development

Answer: B

Question: 73

Two Product Managers on the same ART are working together to identify personas for a new banking product. They quickly realize they must be aligned on what information to capture for each persona. One Product Manager wants to add all details discovered about each persona, and the other Product Manager wants to provide just enough information about the personas to inform decision-making on product Features. Which strategy is likely to create the best results?

- A. Both strategies are correct
- B. The "as many details as possible" strategy
- C. The "just enough details" strategy
- D. Neither strategy is correct

Answer: C

Question: 74

Passives in the Net Promoter Score fall into which range?

- A. 45481
- B. 45418
- C. 45355
- D. 45545

Answer: A

Question: 75

When considering innovation and investment horizons, which area typically consumes the bulk of the Value Stream's budget?

- A. Horizon3 (evaluating)
- B. Horizon 1 (investing and extracting)
- C. Horizon 0 (retiring)
- D. Horizon 2 (emerging)

Answer: B

Question: 76

What does a pivot directly lead to in the SAFE Lean Startup Cycle?

- A. A stop to all development

- B. A new minimum viable product (MVP)
- C. A new hypothesis statement
- D. A new business model

Answer: C

Question: 77

What is one reason to use a Customer journey map?

- A. It provides a greater understanding for pricing Features
- B. It helps define the market segment
- C. It identifies opportunities for new products
- D. It validates Development Value Streams

Answer: C

Question: 78

Which tool does SAFe recommend to help analyze Epics before they potentially get funding for initial implementation?

- A. Value Stream analysis
- B. Lean business case
- C. Net Promoter Score (NPS)
- D. Portfolio Kanban

Answer: B

Question: 79

Which research game helps to facilitate a better understanding of Customer needs?

- A. The Apprentice
- B. Prune the Product Tree
- C. Spider Web
- D. Buy a Feature

Answer: A

Question: 80

How might a Product Manager use Strategic Themes when considering the results of a market segmentation study?

- A. Begin crafting a product Vision for a segment
- B. Expand the existing strategy to cover all segments
- C. Create an initial elevator pitch for the segment
- D. Focus on the right segment

Answer: D

Question: 81

Customer loyalty is a form of what kind of metric?

- A. Vanity
- B. Outcome
- C. Output
- D. Variable

Answer: B

Question: 82

What is the role of the Product Manager during the IP Iteration?

- A. To determine feature sequencing for upcoming deployment windows
- B. To proactively negotiate business value scores for PI Planning objectives
- C. To set the capacity guard rail for the train
- D. To add improvement items to the backlog

Answer: D

Question: 83

Which type of canvas includes details about how a product is implemented and by whom?

- A. Value proposition canvas
- B. Development Value Stream canvas
- C. Business value canvas
- D. Portfolio canvas

Answer: B

Question: 84

Which is an example of gathering data through user research?

- A. Empathy interview
- B. Market survey
- C. Syndicated data
- D. Competitive analysis

Answer: A

Question: 85

What is an output of a PI Planning event?

- A. PI retrospective action items
- B. Top 10 Features
- C. 10-15% allocation to the Architectural Runway
- D. ART planning board with dependencies

Answer: D

Question: 86

What is a possible application programming interface (API) strategy?

- A. Identify the Solution Context
- B. Refine the architecture investments
- C. Define the platform architecture
- D. Charge for each data transfer invocation

Answer: D

Question: 87

The sales and marketing team is working on a new campaign promoting a substantial upgrade to an enterprise HR Solution targeted to commercial and government organizations. The product is sold successfully by the direct sales team in the same configurations and at the same price to both groups. HR leaders from both sectors typically attend the same conferences and belong to the same professional groups. A single advertising campaign works for both groups.

Does the scenario describe one or two segments, and why?

- A. One segment because both groups react the same way to the product offers
- B. Two segments because each group has different funding models
- C. One segment because the primary buyer in both groups is the HR executive
- D. Two segments because each group must comply with different workforce regulations

Answer: B

Question: 88

What is one benefit of using a Solution Roadmap?

- A. It supports long-term planning of Epics and Enablers
- B. It helps the ART understand and commit to work in future PIs
- C. It enables Lean Portfolio Management to hold the Product Manager accountable for future work
- D. The Product Manager can define the work for teams

Answer: A

Question: 89

Which interview technique should be used during an empathy interview?

- A. Ask multiple questions at a time
- B. Build rapport before asking questions
- C. Discourage stories
- D. Ask leading questions

Answer: B

Question: 90

A Product Manager is hired to lead the development of a new tablet designed for artists who create public art projects. According to Simon Sinek's model, The Golden Circle, which statement might best capture the strategic purpose?

- A. This company wants to make inexpensive tablets for artists
- B. This company's writing tables will have the latest technology

- C. This company wants to enable the creative genius of artists
- D. This company wants to make writing tablets for artists

Answer: C

Question: 91

What is one reason that is helpful for Solution Intent to contain both business and technical artifacts?

- A. It makes defect analysis on previous source code easier
- B. It makes negotiating Enterprise contracts easier
- C. It houses all design documents with Customer feedback
- D. It guides Roadmaps and backlogs

Answer: D

Question: 92

What is one characteristic of well-defined market segments?

- A. Homogeneous
- B. Large
- C. Feasible
- D. Sustainable

Answer: A

Question: 93

What are user personas?

- A. A group of actual potential Customers who agreed to participate in product design research
- B. Groups of users that have similar characteristics in their personal lives
- C. Fictional characters that represent a group of people who might use an application in a similar way
- D. Roles within an application that are designed to enable specific Feature or data access permissions

Answer: C

Question: 94

The highest Cost of Delay (COD), and what other value should be considered when looking at the Weighted Shortest Job First (WSJF) scoring?

- A. Number of Features
- B. Longest duration
- C. Return on Investment (ROI)
- D. Shortest duration

Answer: D

Question: 95

How do Story maps address backlog challenges?

- A. By helping to understand work in process (WIP) limits

- B. By helping to understand workflows
- C. By helping to visualize the Roadmap implementation
- D. By providing an alternative to Weighted Shortest Job First (WSJF) prioritization

Answer: B

Question: 96

Which statement is true about the Sweet Spot of Strategy?

- A. It is easier to use than the whole-product thinking
- B. It refines the Customer journey map
- C. It identifies market segments
- D. It helps identify competitive advantage

Answer: D

Question: 97

What is a key factor in determining the value of a market segment?

- A. Estimates of current spending
- B. Previous size of the segment
- C. Quantified cost of the segment
- D. Qualitative Metrics on Customer behavior

Answer: A

Question: 98

Which tool can best help a Product Manager analyze significant investments?

- A. Lean-Agile Mindset
- B. Lean Business Case
- C. Continuous Delivery Pipeline (CDP)
- D. Implementation Roadmap

Answer: B

Question: 99

What group would external Product Managers collaborate with to deliver a Solution to external Customers?

- A. Lean Portfolio Management
- B. Business Owners
- C. Product marketing
- D. Enterprise executives

Answer: C

Question: 100

Which option is available when an Epic Hypothesis Statement is proven true?

- A. Continue development with the Epic in the 'Done' state

- B. Begin implementing a minimum viable product (MVP)
 - C. Stop development and move the Epic to the 'Done' state
 - D. Stop development and create a new hypothesis statement
- Answer: A**

Question: 101

What is an example of deriving innovative ideas from primary market research?

- A. Creating a Solution Roadmap based on market rhythms
 - B. Capturing new product ideas through innovation riptides
 - C. Developing Strategic Themes based on an analyst report
 - D. Hosting a Prune the Product Tree event with key Customers
- Answer: D**

Question: 102

Which statement is true about the Continuous Exploration process?

- A. It delivers the minimum viable product (MVP)
- B. It creates alignment on what should be built 1 out of 1
- C. It manages the release process
- D. It captures the Return on Investment (ROI)

Answer: B

Question: 103

A new Feature is created to position the business in a new market and to reduce cost. What is one category that this Feature be placed in?

- A. Operational efficiency
- B. Retainment
- C. Up-sell
- D. Consumer research

Answer: A

Question: 104

In the Business Value Game, New Business, Up-sell, Retainment, and Operational Efficiency are used as broad buckets for what?

- A. Calculating the business value of Roadmap Features
- B. Determining acceptance criteria for Roadmap Features
- C. Organizing Roadmap Features
- D. Prioritizing Roadmap Features

Answer: A

Question: 105

Based on Simon Sinek's model The Golden Circle, what should be the primary consideration in effectively communicating the strategic purpose of a product?

- A. How the product will work?
- B. Who will buy the product?
- C. What market segments the product will serve?
- D. Why the product is being created?

Answer: D

Question: 106

A Product Manager for a mobile banking application performs a demo for current customers with new menu options. Through this session, the Product Manager learns that some of the menu options use a small font that is difficult to read in low light. Which stakeholder(s) would the Product Manager collaborate with first to discuss options for addressing this feedback?

- A. Business analysts
- B. Quality assurance
- C. User interface designers
- D. Solutions Architect

Answer: C

Question: 107

Why is a platform important as a key decision around product strategy?

- A. It defines investment horizons
- B. It is configured to support specific market segments
- C. It refines the Customer journey map
- D. It updates the Architectural Runway

Answer: B

Question: 108

Which role is a Weighted Shortest Job First (WSJF) stakeholder?

- A. Business Owner
- B. Project manager
- C. Portfolio manager
- D. Agile Team

Answer: A

Question: 109

A Product Manager has developed a hypothesis about a potential new Feature. They have released this Feature to a subset of their target market. Which kind of data could the Product Manager use to determine if the Feature should be released to all users?

- A. Product telemetry data
- B. Competitor analysis
- C. Government data
- D. Libraries

Answer: A

Question: 110

What is a research game that can be played to help build empathy for customers?

- A. Gabor-Granger
- B. Win-Loss Analysis
- C. Conjoint Analysis
- D. The Apprentice

Answer: D

Question: 111

Which type of Enabler Story contains Verification and Validation (V&V) of prospective Solutions?

- A. Exploration
- B. Infrastructure
- C. Architecture
- D. Compliance

Answer: D

Question: 112

What is the Architectural Runway referencing?

- A. Requirements to improve the Solution context
- B. The capacity of the system to meet changing business requirements
- C. Technological stacks utilized for product development
- D. The System Architect's improvement backlog

Answer: B

Question: 113

Which research game would be most useful when using qualitative research for an existing product?

- A. Spider Web Buy a Feature Product Box 20/20 Vision
- B. **Answer: D**
- C.
- D.

Question: 114

What is one of the key factors that determines the value of a market segment?

- A. Market research data
- B. Historical value of the segment
- C. Total cost of ownership
- D. Amount customers are willing to pay

Answer: D

Question: 115

What is an example of a question that the Product Manager might ask during the discover and define phase of Design Thinking?

- A. How do we communicate our business model?
- B. How do we create a plan for the future?
- C. Which Features should we remove?
- D. Should we build or buy?

Answer: A

Question: 116

Which statement is true about personas?

- A. Personas should focus on a single user role
- B. User personas may be changed, but buyer personas should not
- C. Personas should not be changed
- D. Personas are fictional characters based on Customer research

Answer: D

Question: 117

To foster alignment during the PI execution, the Product Manager may often be asked to facilitate which event in the closed-loop system?

- A. Coach Sync
- B. Inspect & Adapt (I&A)
- C. PO Sync
- D. System Demo

Answer: C

Question: 118

What is one question to consider when evaluating the fit for a market segment?

- A. How will the segment affect our margins?
- B. Is the segment aligned with our values?
- C. What is the total size of the market segment?
- D. Is the market segment a new entry for us?

Answer: B

Question: 119

What is the earliest stage in the ART Kanban where Weighted Shortest Job First (WSJF) is applied?

- A. Implementing
- B. Funnel
- C. Analyzing
- D. Backlog

Answer: C

Question: 120

Which is a prioritization anti-pattern?

- A. Time criticality
- B. Return on Investment (ROI)
- C. Duration
- D. Cost of Delay (COD)

Answer: B