

Test - RBS PIM - Getting Started with Problem/Opportunity - Assessment 1

RBS PIM Getting started with problem/Opportunity Test

Question 1 of 20.

Customer calls out problems due to human touch points in their business and wants to address it using technology. What kind of pain point is the customer referring to?

- ☐ Financial pain point
- ☐ Productivity pain point
- ☐ Process pain point
- ☐ Support pain point
- ☐ Mark for follow up

Question 2 of 20.

Determine the ideal state of affairs for the below given customer problem. "Customers see inconsistent PPU (Price Per Unit) values in US Consumables catalog which impacts their buying decision and drop in GV against Sales conversion by 10%."

- ☐ By reducing inconsistency in PPU improve GV against Sales conversion by 15%.
- ☐ Consistent PPU will help customers to see accurate product variations, save money, and gain trust.
- ☐ Inconsistencies in PPU can be resolved by leveraging Neuro Linguistic Programming (NLP) logics.
- ☐ Inconsistent PPU creates bad CX, affects Amazon's reputation, and impacts GMS.
- ☐ Mark for follow up

Question 3 of 20.

"Improve ASIN profitability by 2% by adding ASIN selection" does not comply clearly to what characteristics of SMART statement.

- ☐ Specific
- ☐ Relevant
- ☐ Measurable
- ☐ Action Oriented
- ☐ Mark for follow up

Question 4 of 20.

What are ways to gather VoC (Voice of Customer)? (Select all that apply)

- ☐ Blog Posts
- ☐ Customer letters, calls, and emails
- ☐ Market Research questionnaire
- ☐ Satisfaction Surveys
- ☐ Mark for follow up

Question 5 of 20.

Analysis tool which involves comparison of actual performance against potential or desired performance is.

- ☐ FMEA
 - ☐ Gap Analysis
 - ☐ Pareto Chart
 - ☐ Problem Tree
 - ☐ Mark for follow up
-

Question 6 of 20.

Which of these given tools will require to develop an appropriate sampling plan to define the problem.

- ☐ Cause and Effect Diagram
 - ☐ FMEA
 - ☐ Survey
 - ☐ Problem Tree
 - ☐ Mark for follow up
-

Question 7 of 20.

Identify the symptom in the business problem given below: "Hazardous noise is an important occupational health problem because it leads to hearing loss and may lead to increased stress and other deleterious physiological effects."

- ☐ Hazardous noise
 - ☐ Occupational health problem
 - ☐ Hearing loss/increases stress
 - ☐ None of the above
 - ☐ Mark for follow up
-

Question 8 of 20.

Defining a business problem is an approach to focus on 'Solution to What'

True False

- ☐
- ☐

☐ Mark for follow up

Question 9 of 20.

One or more than one statement that describe the specific, tangible deliverables out of the project is called Goal.

True False

- ☐
- ☐

☐ Mark for follow up

Question 10 of 20.

Which of these are not ways to define success metric of a project?

- ☐ Working backwards from an ideal scenario
 - ☐ Don't select non-actionable metric
 - ☐ User counter metric if needed
 - ☐ Select the most frequently used metric
 - ☐ Mark for follow up
-

Question 11 of 20.

Identify the corresponding CTQ (Critical To Quality) for the given VoB below. "Not enough Customers fill our surveys"

- ☐ Customer Satisfaction score
 - ☐ Survey Response Rate
 - ☐ Customer Conversion
 - ☐ Customer Repeat Rate
 - ☐ Mark for follow up
-

Question 12 of 20.

In a project if there are multiple success metric identified, what is the best way to define an appropriate success metric.

- ☐ Identify stakeholder/customer priority
 - ☐ Pick the metric easy to track
 - ☐ Select the best ROI metric
 - ☐ Select the most significant metric
 - ☐ Mark for follow up
-

Question 13 of 20.

Which of these does not impact in writing a SMART problem statement?

- ☐ Business Context
 - ☐ Problem Metric
 - ☐ Scope of the problem
 - ☐ Solution to the problem
 - ☐ Mark for follow up
-

Question 14 of 20.

Understanding and writing financial statements in a Business Requirements Document (BRD) will help to outline

- ☐ Impact of the project
 - ☐ The project boundary
 - ☐ Cost of the project
 - ☐ Project objectives
 - ☐ Mark for follow up
-

Question 15 of 20.

An Instock Manager (ISM) in US Marketplace faces ordering issues with Perishable products frequently as a result of which his business portfolio loses \$0.5M every month due to less shelf life. A PIM working on this project will primarily identify this ISM as their.

- ☐ Stakeholder
 - ☐ Customer
 - ☐ Sponsor
 - ☐ Project Partner
 - ☐ Mark for follow up
-

Question 16 of 20.

Work backwards and rephrase the given problem for better understanding: "The elevator is too slow"

- ☐ Elevator does not function properly
 - ☐ The wait is annoying
 - ☐ Elevator configuration should be reinstalled
 - ☐ Make the elevator quick
 - ☐ Mark for follow up
-

Question 17 of 20.

A team worked on a project for addressing problems faced by Start-Up's in US. They gathered large amount of data, organized it, and then grouped them based on relationships under Financial, Team, Experience, and Marketing. What is this requirements gathering approach is called?

- ☐ Benchmarking
 - ☐ Affinity Diagram
 - ☐ Focus Groups
 - ☐ Interviews
 - ☐ Mark for follow up
-

Question 18 of 20.

What to be included and what should not be included in the project will be presented under.

- ☐ Project schedule
 - ☐ Need Statement
 - ☐ Project Scope
 - ☐ Executive Summary
 - ☐ Mark for follow up
-

Question 19 of 20.

Collection and interpretation of VoC/VoB in a business problem scenario will help to address ambiguity, decision making, risk, and help working backwards.

True False

- ☐
- ☐

☐ Mark for follow up

Question 20 of 20.

Project requirements can not always be static and things are subject to change.

True False

- ☐
- ☐

☐ Mark for follow up

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