

BA Terminology Quiz

All of the answers relate to common BA terminology. We've even solved the first one for you to give you the idea.

The answers can be found on the last page.

Q1 – Clue: When individuals or groups work together



A graphic for a word puzzle. It features three panels at the top: a blue shirt with a black top, a cartoon man with a red beret and a necklace of onions, and a word list. The word list is titled '-tion' with the phonetic guide '/shun/'. The words listed are: action, addition, caution, celebration, definition, description, direction, education, location, motion, nation, option, position, question, solution, station, subtraction, and vacation. Below the panels, the word 'COLLABORATION' is written in large white letters on a red background.

Q2 – Clue: BAs co-creating value with stakeholders



A graphic illustrating value co-creation. It features three panels: a close-up of a bee, a large red 'A' logo with an arrow pointing right, and a photograph of a waitress in a restaurant serving a table of four people.

Q3 – Clue: This exercise helps businesses step into their customers shoes



Q4 – Clue: To create or modify existing business processes you may do this



Q5 – Clue: A framework for looking at the factors that influence a situation



Q6 – Clue: A set of quantifiable measurements used to gauge a company's overall long-term performance



Q7- Clue: This is a prioritisation technique



Q8 - Clue: A framework to analyse the key factors influencing an organisation from the outside



Q9- Clue: An acronym for the most predictable emotional pattern of responses people can give when they receive difficult news or negative feedback



Q10 - Clue: These are the go-to people in their field of expertise



Answers

Q1 – Collaboration

Q2 – BA Service

Q3 – Customer Journey Mapping

Q4 – Digital Transformation

Q5 – Force-field Analysis

Q6 – Key Performance Indicators

Q7 – MoSCoW

Q8 – PESTLE

Q9 – SARAH Curve

Q10 – Thought Leaders