

# **Blackblot**

# **Certification**

# **Program FAQ**



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## 1. Introduction

Becoming certified is an investment in one's career. It may open new career or business opportunities that were previously unavailable as one demonstrates a commitment to one's profession. Being certified allows companies to differentiate candidates in the hiring cycle and instill better consistency in the internal application of the product management discipline.

In response to growing demand, Blackblot has developed the “*Blackblot Product Management Professional™*” (BPMP) certification program using an industry-recognized process and professional “*Subject Matter Experts*” (SMEs). The program's curriculum is based on Blackblot's product management seminars and industry expertise.

Product management has reached relative maturity and acceptance as an evolving art and science, but with limited subject matter consolidation and opportunities at certifying expertise. Now, with a credible and targeted certification, product management professionals have a way to differentiate themselves, validate skills, and gain professional recognition.

The “*Blackblot Product Management Professional™*” certification program Frequently Asked Questions (BPMP FAQ) document is updated periodically. The latest version is available for download at [www.blackblot.com/certification/](http://www.blackblot.com/certification/).

## 2. BPMP Certification Program Benefits

**Q: What are the benefits of becoming BPMP certified?**

**A:** Being certified is an investment in one's career and professional advancement. It demonstrates to employers, peers and customers a designated level of knowledge in product management and allows an individual to provide evidence of merit to potential employers.

**Q: Why should employers encourage and fund employee certifications?**

**A:** Many employers view certifications as an employee benefit and believe that certified employees are more productive and are faster at completing job tasks. In addition, the existence of certified employees in a firm is often leveraged in corporate marketing.

**Q: Do certified employees earn more?**

**A:** Although not an absolute guarantee, studies have shown that many certified individuals see a salary increase following successful completion of a certification. Certified employees in the high-tech industry may earn on the average about ten percent more than those not certified.

### 3. BPMP Certification Program Background

**Q: What is the definition of Certification?**

**A:** Certification is a formal recognition that an individual has demonstrated proficiency within, and a comprehension of, a specified body of knowledge at a certain point in time. It is an acknowledgment and not a registration, licensure, or a guarantee of any career advancement.

**Q: What does the term BPMP mean?**

**A:** The term BPMP is an acronym for “*Blackblot Product Management Professional*™”.

**Q: What is the BPMP certification program?**

**A:** BPMP is a certification program that tests an individual on the level of knowledge he/she has regarding a methodology of performing specific tasks in product management, as taught by Blackblot or by Blackblot content licensees using Blackblot official course materials. The BPMP certification program also allows an individual to demonstrate a competency level in a narrowly defined sub-domain of product management.

**Q: Why was the BPMP certification program created?**

**A:** The BPMP certification program was developed exclusively by Blackblot to provide product management professionals with a way to differentiate themselves, validate skills, and gain professional acknowledgement; and enable companies to achieve better consistency in the internal application of the product management discipline.

## 4. BPMP Certification Program Overview

**Q: Who is the target audience for the BPMP certification program?**

**A:** The BPMP certification program is primarily directed at high-tech product management professionals.

**Q: Who provides training for the BPMP certification program?**

**A:** Blackblot and all Blackblot content licensees worldwide have exclusive rights and are the sole providers for all training and seminars relevant to the BPMP certification program. Blackblot and Blackblot content licensees conduct training sessions in various major cities worldwide. For a list of Blackblot content licensees worldwide, please visit [www.blackblot.com](http://www.blackblot.com).

**Q: How is the BPMP certification program structured?**

**A:** The BPMP certification program is comprised of a set of tests, each of which is focused on a different topic in product management. Passing each test earns a different accreditation. The core certification test is focused on product management in general. Additional tests provide evidence of further distinction or knowledge in a particular sub-domain of product management, such as product planning and product marketing.

**Q: Which BPMP certification program tests are presently available?**

**A:** Presently available are the “*Blackblot Product Management Professional™ in Product Management*” (BPMP in Product Management) core certification test, “*Blackblot Product Management Professional™ in Product Planning*” (BPMP in Product Planning) advanced certification test, and the “*Blackblot Product Management Professional™ in Product Marketing*” (BPMP in Product Marketing) advanced certification test. Additional BPMP certification program offerings are being planned.

**Q: What accreditation is earned from the BPMP certification test?**

**A:** Individuals who pass the “*Blackblot Product Management Professional™ in Product Management*” core certification test earn the accreditation of a “*Blackblot Product Management Professional™ in Product Management*” (BPMP in Product Management). Individuals who then go on to pass the “*Blackblot Product Management Professional™ in Product Planning*” advanced certification test earn the accreditation of a “*Blackblot Product Management Professional™ in Product Planning*” (BPMP in Product Planning), and individuals who pass the “*Blackblot Product Management Professional™ in Product Marketing*” advanced certification test earn the accreditation of a “*Blackblot Product Management Professional™ in Product Marketing*” (BPMP in Product Marketing).

**Q: Which are the BPMP certification test study materials?**

**A:** The certification test study materials include the relevant Blackblot seminar materials (optional but highly recommended), relevant chapters in Blackblot’s “*The Product Manager’s Toolkit: Methodologies, Processes and Tasks in High-Tech Product Management*” book (ISBN: 978-3-642-04507-3), “*Product Manager’s Toolkit™*”

templates (PMTK) and “*Blackblot Content Retention Tools*” (CRTs). No other curriculum will be developed for the BPMP certification program. Seminar materials are provided to seminar attendees and are not sold separately. See the relevant test’s summary section for specific information on each test’s study materials.

**Q: What is the suggested study mode for a BPMP certification test?**

**A:** The suggested study mode is as follows:

1. Review the corresponding PMTK Book chapter (highlight important points).
2. Attend the relevant course (optional but highly recommended).
3. Answer the questions in the relevant content retention tool (repeat as needed).
4. Study the relevant course materials (first glance and then read thoroughly).
5. Review the relevant templates in PMTK (understand the underlying concepts).

**Q: What types of questions are presented at a BPMP certification test?**

**A:** The questions presented at a BPMP certification test demand retention and knowledge, but much of the test's content calls for common sense and solid understanding of product management principals as taught by Blackblot.

**Q: Who earns and retains the BPMP certification accreditation?**

**A:** The individual who passes the BPMP certification test earns the BPMP certification accreditation, not the company where the individual is employed. Therefore, if an individual leaves a place of employment, the BPMP certification accreditation is retained by the certified individual.

**Q: What does the BPMP certification program not provide?**

**A:** The BPMP certification program certifies that an individual has a certain level of knowledge in a particular product management related topic, but does not designate any individual (certified or not) as being more qualified, experienced or more suitable than others for any product management role or tasks. The BPMP certification program does not substitute for actual on-the-job performance testing, nor substitutes for actual product management experience, nor teaches nor tests all that is needed to become a qualified product management professional.

## 5. BPMP Certification Program Rules

**Q: What are the BPMP certification program’s work experience level prerequisites?**

**A:** There are no work experience level prerequisites to attend the Blackblot product management training or take a BPMP certification test. However, in order to pass, the BPMP certification test will call upon the candidate to demonstrate a level of understanding which is based on real work experience as well as knowledge gained through relevant seminar attendance. Seminar attendance is highly recommended prior to taking a BPMP certification test.

**Q: Are there any BPMP certification tests’ prerequisites?**

**A:** There are no prerequisites to take the “*Blackblot Product Management Professional™ in Product Management*” core certification test. Successfully passing the “*Blackblot Product Management Professional™ in Product Management*” core certification test is a prerequisite to taking the “*Blackblot Product Management Professional™ in Product Planning*” advanced certification test or the “*Blackblot Product Management Professional™ in Product Marketing*” advanced certification test.

**Q: What are the BPMP certification candidate eligibility criteria?**

**A:** There are presently no BPMP certification candidate eligibility criteria or eligibility expiration criteria for any BPMP certification test.

**Q: What are the BPMP certification accreditation expiration criteria?**

**A:** There are presently no expiration criteria for an earned BPMP certification accreditation.

**Q: What are the BPMP certification accreditation revocation criteria?**

**A:** For a list of BPMP certification accreditation revocation (decertification) criteria, please see the “Term and Termination” section in the “*Blackblot Certification Program Agreement*” document that is available for download at [www.blackblot.com/certification/](http://www.blackblot.com/certification/).

**Q: What are the BPMP certification program’s recertification criteria?**

**A:** There are presently no recertification criteria for an earned BPMP certification accreditation. Recertification may be planned and enforced only if there is a fundamental change in any of the BPMP certification program curriculum or other elements.

**Q: How many times can a BPMP certification test be taken?**

**A:** There are presently no penalties or limitations in place to retake a BPMP certification test. If desired, candidates may retake BPMP certification tests as many times as needed until a passing grade is achieved.

**Q: How many attempts at passing are granted per each BPMP certification test registration?**

**A:** Two attempts to pass any BPMP certification test are granted per each registration. After all attempts have been exhausted, candidates who wish to retake a BPMP certification test must re-register and pay the test fee per each registration.

**Q: What BPMP certification test registration privileges are granted to Blackblot and Blackblot content licensees training graduates?**

**A:** Blackblot and Blackblot content licensees training graduates worldwide receive a one-time free registration to each of the available BPMP certification tests. Personal registration information is provided via an email message after the training has ended.

**Q: Can the BPMP certification program be retired?**

**A:** The BPMP certification program may be retired at any point in time. Certified individuals will be allowed to retain their accreditation.

**Q: What are the BPMP certification program's logo terms of use?**

**A:** Certified individuals will be granted limited use of the BPMP title and logo for self-promotional purposes via inclusion on their paper and digital documents. The use of the BPMP logo and title will be governed by the “*Blackblot Certification Program Agreement*”. The BPMP certification program logo is available for download at [www.blackblot.com/certification/](http://www.blackblot.com/certification/) .

**Q: When does a candidate sign the BPMP certification program's agreement forms?**

**A:** At the outset of the certification test, the BPMP certification program candidate will digitally sign and agree to abide by the contractual elements of the BPMP certification program agreement and the international online testing honor and ethics code. The BPMP certification program agreement document is available for viewing and should be read prior to beginning the certification process. The “*Blackblot Certification Program Agreement*” document is available for download at [www.blackblot.com/certification/](http://www.blackblot.com/certification/) .

## 6. BPMP Certification Test Overview

**Q: What format is used for BPMP certification tests?**

**A:** The BPMP certification tests are taken individually and independently. The tests' format is an open-book, computer-based, multiple-choice, time-constrained format and delivered online via a web browser. BPMP certification tests are provided solely in the English language.

**Q: How is the BPMP certification test form generated?**

**A:** Test questions are randomly drawn from a large pool of questions, and presented in random order with the test question choices randomly sorted. Accordingly, each BPMP certification test form is different.

**Q: When are BPMP certification test results provided?**

**A:** Test results are provided immediately following completion of the test on the computer screen and via an email message. Candidates should retain and print the test results. No numerical score is given, only a Pass/Fail grade. The BPMP certification program issues digital certificates.

**Q: How to register for BPMP certification test?**

**A:** On-line registration is the only means of registration for a BPMP certification test. The BPMP certification test registration, delivery and administration are handled solely by Blackblot. Please visit [www.blackblot.com/exam/](http://www.blackblot.com/exam/) and follow the instructions. No refunds will be issued.

**Q: How to experience the BPMP certification test environment?**

**A:** Candidates can experience the BPMP certification test environment by taking a sample test. Please visit [www.blackblot.com/exam/](http://www.blackblot.com/exam/) and sign in using the "Sign in as guest" button. A sample test will be presented.

## 7. “BPMP in Product Management” Core Test Summary

Topic	Description
Name	“ <i>Blackblot Product Management Professional™ in Product Management</i> ” (BPMP in Product Management) core certification test.
Duration	Sixty (60) minutes.
Questions	Sixty (60) questions.
Passing Grade	Seventy five percent (75%). In order to pass the test, candidates must correctly answer at least forty five (45) questions out of sixty (60) questions presented.
Curriculum	Test is based on curriculum taught during the “ <i>Strategic Product Management™</i> ” (SPM), two-day, instructor-led seminar.
Format	The BPMP certification tests are taken individually and independently. The tests’ format is an open-book, computer-based, multiple-choice, time-constrained format and delivered online via a web browser. BPMP certification tests are provided solely in the English language.
Audience	The BPMP certification program is primarily directed at high-tech product management professionals.
Program Objective	The BPMP certification program was developed exclusively by Blackblot to provide product management professionals with a way to differentiate themselves, validate skills, and gain professional acknowledgement; and enable companies to achieve better consistency in the internal application of the product management discipline.
Prerequisites	There are no prerequisites to take the “ <i>Blackblot Product Management Professional™ in Product Management</i> ” core certification test. Seminar attendance is highly recommended prior to taking the certification test.
Relevant Seminar	“ <i>Strategic Product Management™</i> ” (SPM). This two-day seminar provides attendees with the knowledge, skills and tools to effectively plan and market technology products and services.
Study Materials	“ <i>Strategic Product Management™</i> ” (SPM) seminar materials (optional but highly recommended), “ <i>Who’s Driving Your Company?</i> ” and “ <i>Blackblot Product Management Team</i> ” corresponding PMTK Book chapters, CRT_WDYC and CRT_PMT Blackblot Content Retention Tools.
Training Locations	Blackblot and all Blackblot content licensees worldwide have exclusive rights and are the sole providers for all training and seminars relevant to the BPMP certification program. Blackblot and Blackblot content licensees conduct training sessions in various major cities worldwide. For a list of Blackblot content licensees worldwide, please visit <a href="http://www.blackblot.com">www.blackblot.com</a> .
Attempts per Registration	Two attempts to pass any BPMP certification test are granted per each registration. After all attempts have been exhausted, candidates who wish to retake a BPMP certification test must re-register and pay the test fee per each registration.

Topic	Description
Training Graduates' Privileges	Blackblot and Blackblot content licensees training graduates worldwide receive a one-time free registration to each of the available BPMP certification tests.
Registration	On-line registration is the only means of registration for a BPMP certification test. The BPMP certification test registration, delivery and administration are handled solely by Blackblot. Please visit <a href="http://www.blackblot.com/exam/">www.blackblot.com/exam/</a> and follow the instructions. No refunds will be issued.
Test Fee	For current test fee rates, please visit <a href="http://www.blackblot.com/certification/">www.blackblot.com/certification/</a> . Prices subject to change.

### **“BPMP in Product Management” Sample Questions**

The following questions are provided as general reference. Actual test questions may pose other levels of difficulty.

Index	Questions
1.	<i>Which are common product delivery strategies?</i> A. Technology-driven.      B. Customer-driven.      C. Product-driven. D. Engineering-driven.      E. Sales-driven.      F. Market-driven.
2.	<i>What is a technology-driven company focused on?</i> A. Providing better technology.      B. Making instantaneous profits. C. Capturing largest market share.      D. Producing a product line.
3.	<i>What type of expert is a product planner?</i> A. Marketing expert.      B. Advocacy expert.      C. Market expert. D. Strategy expert.
4.	<i>Which product management team model roles are considered strategic in nature?</i> A. Sales engineer.      B. Product planner.      C. MarCom manager. D. Product marketer.
Correct Answers: 1:AEF 2:A 3:C 4:BD	

## 8. “BPMP in Product Planning” Advanced Test Summary

Topic	Description
Name	“ <i>Blackblot Product Management Professional™ in Product Planning</i> ” (BPMP in Product Planning) advanced certification test.
Duration	Sixty (60) minutes.
Questions	Sixty (60) questions.
Passing Grade	Seventy five percent (75%). In order to pass the test, candidates must correctly answer at least forty five (45) questions out of sixty (60) questions presented.
Curriculum	Test is based on curriculum taught during the “ <i>Procedural Requirements Management™</i> ” (PRM), one-day, instructor-led seminar.
Format	The BPMP certification tests are taken individually and independently. The tests’ format is an open-book, computer-based, multiple-choice, time-constrained format and delivered online via a web browser. BPMP certification tests are provided solely in the English language.
Audience	The BPMP certification program is primarily directed at high-tech product management professionals.
Program Objective	The BPMP certification program was developed exclusively by Blackblot to provide product management professionals with a way to differentiate themselves, validate skills, and gain professional acknowledgement; and enable companies to achieve better consistency in the internal application of the product management discipline.
Prerequisites	Successfully passing the “ <i>Blackblot Product Management Professional™ in Product Management</i> ” core certification test is a prerequisite to taking the “ <i>Blackblot Product Management Professional™ in Product Planning</i> ” advanced certification test.
Relevant Seminar	“ <i>Procedural Requirements Management™</i> ” (PRM). This one-day seminar provides attendees with the knowledge, skills and tools to effectively identify and articulate market requirements.
Study Materials	“ <i>Procedural Requirements Management™</i> ” (PRM) seminar materials (optional but highly recommended), “ <i>Blackblot Product Definition Team</i> ” and “ <i>Blackblot Crafting Market Requirements</i> ” corresponding PMTK Book chapters, CRT_PDT and CRT_CMR Blackblot Content Retention Tools.
Training Locations	Blackblot and all Blackblot content licensees worldwide have exclusive rights and are the sole providers for all training and seminars relevant to the BPMP certification program. Blackblot and Blackblot content licensees conduct training sessions in various major cities worldwide. For a list of Blackblot content licensees worldwide, please visit <a href="http://www.blackblot.com">www.blackblot.com</a> .
Attempts per Registration	Two attempts to pass any BPMP certification test are granted per each registration. After all attempts have been exhausted, candidates who wish to retake a BPMP certification test must re-register and pay the test fee per each registration.

Topic	Description
Training Graduates' Privileges	Blackblot and Blackblot content licensees training graduates worldwide receive a one-time free registration to each of the available BPMP certification tests.
Registration	On-line registration is the only means of registration for a BPMP certification test. The BPMP certification test registration, delivery and administration are handled solely by Blackblot. Please visit <a href="http://www.blackblot.com/exam/">www.blackblot.com/exam/</a> and follow the instructions. No refunds will be issued.
Test Fee	For current test fee rates, please visit <a href="http://www.blackblot.com/certification/">www.blackblot.com/certification/</a> . Prices subject to change.

### **“BPMP in Product Planning” Sample Questions**

The following questions are provided as general reference. Actual test questions may pose other levels of difficulty.

Index	Questions
1.	<i>What domain of expertise does the product architect have?</i> A. Technology.                      B. Market.                      C. Product. D. Marketing.
2.	<i>Deficiencies in even one of the market opportunity evaluator steps mean that there is no market opportunity for that particular company.</i> A. True.                      B. False.
3.	<i>At the basic level, all market requirement directives are related to which entity?</i> A. Consumer.                      B. Buyer.                      C. Customer. D. User.
4.	<i>Which of the following is a market requirement presentment mode that is more suited for consumer goods?</i> A. “Data” mode.                      B. “Story” mode.                      C. “Text” mode. D. “Flow” mode.
Correct Answers: 1:C 2:A 3:D 4:B	

## 9. “BPMP in Product Marketing” Advanced Test Summary

Topic	Description
Name	“ <i>Blackblot Product Management Professional™ in Product Marketing</i> ” (BPMP in Product Marketing) advanced certification test.
Duration	Sixty (60) minutes.
Questions	Sixty (60) questions.
Passing Grade	Seventy five percent (75%). In order to pass the test, candidates must correctly answer at least forty five (45) questions out of sixty (60) questions presented.
Curriculum	Test is based on curriculum taught during the “ <i>Business and Market Planning™</i> ” (BMP), one-day, instructor-led seminar.
Format	The BPMP certification tests are taken individually and independently. The tests’ format is an open-book, computer-based, multiple-choice, time-constrained format and delivered online via a web browser. BPMP certification tests are provided solely in the English language.
Audience	The BPMP certification program is primarily directed at high-tech product management professionals.
Program Objective	The BPMP certification program was developed exclusively by Blackblot to provide product management professionals with a way to differentiate themselves, validate skills, and gain professional acknowledgement; and enable companies to achieve better consistency in the internal application of the product management discipline.
Prerequisites	Successfully passing the “ <i>Blackblot Product Management Professional™ in Product Management</i> ” core certification test is a prerequisite to taking the “ <i>Blackblot Product Management Professional™ in Product Marketing</i> ” advanced certification test.
Relevant Seminar	“ <i>Business and Market Planning™</i> ” (BMP). This one-day seminar provides attendees with the knowledge, skills and tools to effectively contribute to business and market planning activities.
Study Materials	“ <i>Business and Market Planning™</i> ” (BMP) seminar materials (optional but highly recommended), “ <i>Blackblot Concept of Marketing</i> ” and “ <i>Blackblot Value-Marketing Model</i> ” corresponding PMTK Book chapters, CRT_COM and CRT_VMM Blackblot Content Retention Tools.
Training Locations	Blackblot and all Blackblot content licensees worldwide have exclusive rights and are the sole providers for all training and seminars relevant to the BPMP certification program. Blackblot and Blackblot content licensees conduct training sessions in various major cities worldwide. For a list of Blackblot content licensees worldwide, please visit <a href="http://www.blackblot.com">www.blackblot.com</a> .
Attempts per Registration	Two attempts to pass any BPMP certification test are granted per each registration. After all attempts have been exhausted, candidates who wish to retake a BPMP certification test must re-register and pay the test fee per each registration.

Topic	Description
Training Graduates' Privileges	Blackblot and Blackblot content licensees training graduates worldwide receive a one-time free registration to each of the available BPMP certification tests.
Registration	On-line registration is the only means of registration for a BPMP certification test. The BPMP certification test registration, delivery and administration are handled solely by Blackblot. Please visit <a href="http://www.blackblot.com/exam/">www.blackblot.com/exam/</a> and follow the instructions. No refunds will be issued.
Test Fee	For current test fee rates, please visit <a href="http://www.blackblot.com/certification/">www.blackblot.com/certification/</a> . Prices subject to change.

### **“BPMP in Product Marketing” Sample Questions**

The following questions are provided as general reference. Actual test questions may pose other levels of difficulty.

Index	Questions
1.	<i>What type of business domain is the “marketing” domain?</i> A. Subjective.                      B. Qualitative.                      C. Instructive. D. Quantitative.
2.	<i>Marketing is a business domain that serves to _____ and _____ target markets.</i> A. Inform.                              B. Manipulate.                      C. Build. D. Educate.
3.	<i>Depending on how the value formula is applied, the outcome can be either “Perceived Value” or “Actual Value”.</i> A. True.                                  B. False.
4.	<i>In what way or ways does the “Unique Selling Proposition” (USP) concept relate to the product’s unique value asset?</i> A. Buying criterion.                  B. Source of worth.                  C. Unique feature. D. Competitive differentiator.
Correct Answers: 1:C 2:AD 3:A 4:BD	

## 10. Blackblot – Product Management Expertise™

**Q: Who is Blackblot?**

**A:** Founded in 2000, Blackblot is a provider of product management focused tools, training, and consulting services. Blackblot enables high-tech companies reach commercial success through effective product management practices.

**Q: Who are the Blackblot content licensees?**

**A:** For a list of Blackblot content licensees worldwide, please visit [www.blackblot.com](http://www.blackblot.com) .