

810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

Which two options are reasons why effective communications is key to success? (Choose two.)

- A. It allows effective interaction between stakeholders.
- B. Can help mitigate the intrinsic risks within negotiation.
- C. It allows other strengths to create maximum impact.
- D. Can help lessen the impact of business weakness.

Correct Answer: AD

QUESTION 2

When uncovering information about the customer, which method can provide a higher volume of data points efficiently?

- A. workshop
- B. focus group
- C. survey
- D. interview

Correct Answer: C

QUESTION 3

Which value does Cisco Business Architecture provide to the account team?

- A. Focus on discussing technical solutions
- B. Establish preferred partner and vendor status.
- C. Provide product updates proactively.
- D. Increase post-sales support opportunities.

Correct Answer: B

QUESTION 4

Which four options are the top-level key areas of the business model canvas?

- A. products, services, solutions, outcomes
- B. infrastructure, offerings, customers, finances

C. markets, channels, partners, customers

D. resources, products, customers, markets

Correct Answer: B

QUESTION 5

According to research, what is the leading reason that technology projects fail?

A. poor stakeholder identification and management

B. lack of budget

C. too many stakeholders

D. lack of a business model canvas

Correct Answer: A

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