

840-450^{Q&As}

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QUESTION 1

When you write a business proposal, which two types of information must you consider? (Choose two.)

- A. a business motivation model
- B. the Seven Elements Framework
- C. direct and indirect benefits
- D. risk identification and risk management
- E. a business model canvas

Correct Answer: CD

QUESTION 2

Which tool do you use to establish a process for communication planning?

- A. Value Proposition Canvas
- B. Seven Elements Framework
- C. Business System Model
- D. Business Proposal

Correct Answer: B

QUESTION 3

DRAG DROP

Drag and drop each description on the left to the appropriate business motivational model on the right.

Select and Place:

Indicates the ongoing operational activity of the enterprise	Means
How the business intends to accomplish its ends	Mission
Rules and policies that constrain or govern the available means	Tactic
Course of action that represents part of the detailing strategies	Directives

Correct Answer:

	Rules and policies that constrain or govern the available means
	How the business intends to accomplish its ends
	Course of action that represents part of the detailing strategies
	Indicates the ongoing operational activity of the enterprise

QUESTION 4

According to the Cisco Business Architecture methodology, to what do you map business capabilities?

- A. solutions maturity
- B. technical solutions
- C. business solutions
- D. financial outcomes

Correct Answer: C

QUESTION 5

With regard to customer journey mapping, which factor has the greatest impact on how a customer feels about an organization?

- A. moments of truth
- B. low price guarantee
- C. best customer service
- D. ease of doing business

Correct Answer: C

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