

## 840-450<sup>Q&As</sup>

Mastering The Cisco Business Architecture Discipline (DTBAD)

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## QUESTION 1

Which two statements about a culture map are true? (Choose two.)

- A. It is used to gain an understanding of the BMC building blocks for customer segments, customer relationships, and value propositions.
- B. It is used in job mapping.
- C. It is used to gain an understanding of the customer organization.
- D. It is used in the Seven Elements Framework.
- E. It is used to evaluate the effectiveness of the internal organization that is run by the business architect.

Correct Answer: AC

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## QUESTION 2

What is the definition of a business priority?

- A. a measurable result of an activity or process within the business
- B. an important business initiative that enables the business to transition to the target state
- C. the result of an analysis of political, economic, social, technology, legal, or environmental factors
- D. a factor that acts as the catalyst for growth in the areas that are most important to the business

Correct Answer: D

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## QUESTION 3

Which two statements about a business roadmap are true? (Choose two.)

- A. It provides a high-level, multiyear strategic plan for transforming the business.
- B. It identifies the relationship between the business stakeholders and business drivers.
- C. It is based on the business model canvas template.
- D. It includes a business strategy value map and a customer journey map.
- E. It maps all key solutions that are linked to business goals and prioritizes the execution of each solution.

Correct Answer: AC

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## QUESTION 4

A customer wants to invest in a reliable network, data center, and collaboration solution with no ROI investigation. Which engagement maturity level is appropriate for this customer?

- A. Partial business engagement
- B. Business-first engagement
- C. Multi-domain engagement
- D. Domain-specific engagement

Correct Answer: A

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**QUESTION 5**

When you are analyzing the current state of a business, what are two purposes of business process modeling? (Choose two.)

- A. to identify inefficient or unnecessary processes
- B. to identify technology process improvements
- C. to define current state service procurement processes
- D. to understand the future state of the business
- E. to determine the feasibility of future state processes

Correct Answer: BD

Reference: <https://www.heflo.com/blog/process-modeling/business-process-modeling-definition/>

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**QUESTION 6**

Which two levels of the Cisco Engagement Readiness Assessment can be included or assigned to a business architect? (Choose two.)

- A. technology specific
- B. business solutions
- C. product roadmaps
- D. technology architecture
- E. business transformation

Correct Answer: BE

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**QUESTION 7**

## DRAG DROP

You are developing a customer journey map. Drag and drop each customer touch point on the left to the correct touch point type on the right.

Select and Place:

Do not improve the customer experience	<b>Outside-In</b> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>
Improve internal efficiencies of known customer interaction pain points	
Are cost-cutting measures that negatively affect the customer experience	
Maximize customer benefits instead of shareholder value	<b>Inside-Out</b> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> <div style="border: 1px solid black; height: 30px; width: 100%;"></div> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>
Maximize shareholder returns instead of customer benefits	
Are cost measures that improve the customer experience	

Correct Answer:



- B. business motivation model
- C. business priorities
- D. business proposal

Correct Answer: D

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## QUESTION 10

Which two real world examples for an external business influence are true? (Choose two.)

- A. A bank has decided to invest in a new business solution for retail banking.
- B. A state health department has mandated the use of closed-loop medication administration to all state hospitals.
- C. A manufacturer is streamlining current manual processes in the warehouse for automation purposes.
- D. The CMO has indicated they should develop new business capabilities for their Business Delivery Services department.
- E. A bricks and mortar retailer is introducing their online retail capability to compete with online rivals.

Correct Answer: DE

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## QUESTION 11

What is an outcome of opportunity validation?

- A. the value proposition
- B. the cost structure
- C. the appropriate personnel to involve
- D. customer knowledge of the business

Correct Answer: C

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## QUESTION 12

You are setting a strategy to support the target state of business. Which two factors help you to choose the necessary business capabilities? (Choose two.)

- A. business drivers
- B. business roadmap
- C. business outcomes
- D. business priorities

E. business architecture

Correct Answer: AD

**QUESTION 13**

DRAG DROP

Consider customer touchpoints and interactions. drag each description on the left to its correct category on the right.

Select and Place:

The business views the customer journey from the perspective of the customer.	<b>Outside-In Thinking</b> <div data-bbox="815 748 1423 842"></div> <div data-bbox="815 853 1423 947"></div>
The result is reduced customer complaints.	
No decision is made, which results in a benefit to the business, but not to the customer.	<b>Inside-Out Thinking</b> <div data-bbox="815 1052 1423 1146"></div> <div data-bbox="815 1158 1423 1252"></div>
The result is negative customer emotions.	

Correct Answer:

	<b>Outside-In Thinking</b> <div data-bbox="815 1464 1423 1559">The business views the customer journey from the perspective of the customer.</div> <div data-bbox="815 1570 1423 1664">The result is reduced customer complaints.</div>
	<b>Inside-Out Thinking</b> <div data-bbox="815 1769 1423 1863">No decision is made, which results in a benefit to the business, but not to the customer.</div> <div data-bbox="815 1874 1423 1968">The result is negative customer emotions.</div>

## QUESTION 14

Which two scenarios does business systems modeling address? (Choose two.)

- A. consumption and speed of replenishment of new business systems
- B. to model the various systems that are associated with an organization
- C. exchange of information between different events IT systems that the organization relies on
- D. consumption model that ensures that customers get what they want, at the value they want, and when they want it
- E. helping organizations define what they do

Correct Answer: BD

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## QUESTION 15

You are contacting a stakeholder who has a high level of power but has little interest or support for the project. Which type of engagement is recommended?

- A. Persuade the stakeholder.
- B. Show consideration to the stakeholder.
- C. Engage and consult the stakeholder regularly.
- D. Meet the needs of the stakeholder.

Correct Answer: D

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