



810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

You are an account manager and your customer asks you for help to quantify the impact that the technology investment they are about to make has on their business priorities. Which step is the best next step?

- A. Set up an executive briefing.
- B. Set up a meeting to engage a business architect.
- C. Set up a product briefing that describes the benefits the product has, followed by an executive briefing.
- D. Set up a product briefing that describes the benefits the product has.

Correct Answer: C

QUESTION 2

Which benefit of the Information Technology Infrastructure Library is true?

- A. predictable and consistent processes
- B. increased transparency of accountability, and informed delegation of authority
- C. obtain ISO 9001 compliance
- D. value creation through monitoring, measuring, evaluation, and feedback

Correct Answer: A

QUESTION 3

You are proposing a solution to a group and a member of the audience is being critical of your proposal. Which tactic is recommended for engaging with this audience type?

- A. Acknowledge their concerns and move on.
- B. Build a bond with the audience member.
- C. Marginalize their concerns to the rest of the group.
- D. Defend your proposal with evidence.

Correct Answer: D

QUESTION 4

Drag and drop the decision-making styles from the left onto the correct characteristics on the right.

Select and Place:



flexible	prefers action to caution
catalyst	careful planners
visionary	adopts change
motivator	formal process
guardian	involves a variety of people

Correct Answer:

	catalyst
	guardian
	visionary
	motivator
	flexible

QUESTION 5

Which option is the most effective way to use best practices or scenarios during the selling process?

- A. in use cases that are relevant to the customer
- B. in business cases used previously
- C. in customer briefing documents
- D. in customer benefits statements

Correct Answer: A

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