



Vendor: Cisco

Exam Code: 820-424

Exam Name: Applying Cisco Specialized Business Value
Analysis Skills

Version: DEMO

QUESTION 1

Which two options are qualities of the guardian stakeholder decision making style? (Choose two.)

- A. Formal process
- B. Fact-based
- C. Cautious
- D. Middle-of-the-road

Answer: BC

QUESTION 2

Which two options describe the qualities of a transactional leadership style? (Choose two.)

- A. Democratic in nature
- B. Leader provides rewards and incentives
- C. Involves high level of communication
- D. Motivate through encouragement

Answer: AB

QUESTION 3

When using the Business Model Canvas, which two options would justify dividing customers into multiple customer segments? (Choose two.)

- A. They purchase online or in-store
- B. They are reached through different distribution channels
- C. They use CAPEX or OPEX models for financing their purchases
- D. They are willing to pay for different aspects of the offer
- E. They require different levels of customer service

Answer: BD

QUESTION 4

Which of the business model canvas building blocks should normally be considered first?

- A. Customer Relationships
- B. Customer Segments
- C. Value Propositions
- D. Key Activities

Answer: B

QUESTION 5

When using the Business Model Canvas, which two options are motivations for creating key partnerships? (Choose two.)

- A. Diversification into niche markets
- B. Optimization and economy of scale
- C. Versatility and innovation

D. Reduction of risk and uncertainty

Answer: BD

QUESTION 6

How can a customer-centric business model design help uncover new business opportunities?

- A. It can uncover inefficient processes which the organization may be able to make more efficient through the use of technology.
- B. It allows the organization to focus more on its sales and marketing strategy.
- C. It assists with understanding how technology relates to the products and services that the organization provides.
- D. It can uncover new or additional customer needs for which the organization may be able to innovate new products and services.

Answer: D

QUESTION 7

Which two options are potential ways the business model canvas can help to identify new business opportunities for the customer? (Choose two.)

- A. Allowing departments to think more holistically about their business B Focusing on product benefits rather than product features
- B. Establishing a common language and understanding between different teams and departments
- C. Explaining why Cisco is better than alternative vendors

Answer: AC

QUESTION 8

What are two purposes of the Business Motivation Model? (Choose two).

- A. To develop sales and marketing strategies.
- B. To provide a high level view of the overall business landscape.
- C. To identify factors that motivate the establishing of business plans.
- D. To identify and define the elements of business plans.
- E. To perform capability gap analysis.

Answer: CD

QUESTION 9

What is a business capability?

- A. An organization's capacity to successfully perform a business activity.
- B. A description for a business process leading to a specified outcome.
- C. A view of the business from the perspective of a particular strategy.
- D. An analysis of the organization's value chain.

Answer: A

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