



Vendor: Cisco

Exam Code: 840-450

Exam Name: Mastering The Cisco Business Architecture
Discipline (DTBAD)

Version: DEMO

QUESTION 1

Which tool evaluates the ability of the business to execute on solutions?

- A. customer journey map
- B. business motivation model
- C. business roadmap
- D. internal and external influencers chart

Answer: A

QUESTION 2

The business proposal addresses business impact in several ways. Which benefit can be used in a business proposal?

- A. new customer segments
- B. risk free productivity
- C. lower spending trend
- D. technology upgrades

Answer: A

QUESTION 3

Which tool best describes how a business generates revenue and delivers value to its customers?

- A. business model canvas
- B. sales and marketing plan
- C. balanced scorecard
- D. business motivation model

Answer: A

Explanation:

<https://www.denis-oakley.com/create-great-business-model-canvas/revenue-in-the-businessmodel-canvas/>

QUESTION 4

The value proposition canvas is relevant to which two building blocks of the business model canvas?

- A. value proposition and customer value
- B. value proposition and revenue streams
- C. value proposition and customer segments
- D. value proposition and customer relationships

Answer: C

Explanation:

<https://strategyzer.uservoice.com/knowledgebase/articles/1194370-how-do-i-use-the-valuepropositions-building-block>

QUESTION 5

What do maturity levels help you to determine?

- A. how much consideration to give to a stakeholder
- B. only the level of customer maturity
- C. if, when, and how to engage with a business-led approach
- D. only the level of team maturity

Answer: C

QUESTION 6

Which tool do you determine priorities and sequencing for the business roadmap when you want to implement new capabilities and solutions?

- A. business strategy value map
- B. customer readiness index matrix
- C. ability to execute matrix
- D. business solution impact index

Answer: D

QUESTION 7

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

Answer: B

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