

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

Mastering The Cisco Business Architecture Discipline (DTBAD)

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**QUESTION 1**

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

Correct Answer: C

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

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**QUESTION 2**

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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**QUESTION 3**

Which tool should contain a consideration of the technology investment for a project?

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

Correct Answer: D

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**QUESTION 4**

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 5

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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