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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

Why might an organization choose to Implement an Innovation even though it does not meet its minimum requirement for "return on Investment" (ROI)?

- A. The innovation is low cost
- B. The innovation is essential for the a organization to survive
- C. The innovation will deliver significant benefit for the organization
- D. The innovation is low risk

Correct Answer: C

The innovation will deliver significant benefit for the organization is a reason why an organization might choose to implement an innovation even though it does not meet its minimum requirement for "return on investment" (ROI). This means that the organization values the long-term or intangible benefits of the innovation more than the short-term or financial returns. For example, the innovation might enhance customer satisfaction, brand reputation, market share, or social impact. References: ITIL 4 Leader: Digital and IT Strategy, page 27-28

QUESTION 2

Which parallel model is based on using the Income generated by an existing business model to fund a new digital business model until can fund itself?

- A. Cannibalism
- B. Erosion
- C. Concurrence
- D. synergism

Correct Answer: D

Synergism is a parallel model that is based on using the income generated by an existing business model to fund a new digital business model until it can fund itself. It is a way ofbalancing the risks and rewards of innovation and disruption by creating a synergy between the old and the new business models. References: ITIL 4 Leader: Digital and IT Strategy, page 39

QUESTION 3

An organization strategy requires them to continually maintain market relevance. Which approach is the MOST relevant to achieve this objective?

- A. Customer 360
- B. Digital transformation
- C. Employee 360

D. PESTLE analysis

Correct Answer: B

Digital transformation is the most relevant approach to achieve the objective of continually maintaining market relevance. It is about using digital technology to create new or modify existing business processes, culture, and customer experiences to meet changing market needs and expectations. It also helps to create value, enhance competitiveness, and foster innovation. References: ITIL 4 Leader: Digital and IT Strategy, page 5

QUESTION 4

Which statement is CORRECT about risk management in digital organizations?

- A. All the organization's stakeholders should contribute to risk assessment
- B. All risk management efforts should focus on assets owned by the organization
- C. All risk management should start by assessing the current state
- D. All risks could cause harm to the organization if they are not managed

Correct Answer: A

All the organization's stakeholders should contribute to risk assessment because they have different perspectives, insights, and interests in relation to the organization's objectives, activities, and outcomes. Their involvement can help identify, analyze, evaluate, and treat risks more effectively and comprehensively. References: ITIL 4 Leader: Digital and IT Strategy, page 59

QUESTION 5

An insurance company generates sales from its website, from agents in a call center, and from third parties working for other financial service organizations. The product is very popular and users are generally satisfied. The organization regularly collects and analysis data about service consumers, and this shows users have different levels of satisfaction, depending on how the product was sold.

What should the insurance company consider NEXT to help resolve the situation?

- A. Market relevance
- B. Omnichannel delivery
- C. Customer analytics
- D. Customer feedback

Correct Answer: B

Omnichannel delivery is about providing a consistent and seamless customer experience across different channels and touchpoints. This can help increase customer satisfaction, loyalty, and retention. The insurance company should consider how to align and integrate its different sales channels to deliver a unified and coherent service to its customers. References: ITIL 4 Leader: Digital and IT Strategy, page 17

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