



810-420^{Q&As}

Understanding Cisco Business Value Analysis Fundamentals

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QUESTION 1

What is the definition of "Cost Structure" in the Business Model Canvas?

- A. Cost of performing all business activities
- B. Cost of performing IT activities
- C. Cost of performing HR activities
- D. Cost of performing purchasing activities

Correct Answer: A

QUESTION 2

Which option represents a customer pain point?

- A. Salesperson attrition is higher than competitors
- B. The customer's top accounts plan higher budgets next year
- C. A competitor to Cisco has a strong relationship with the CEO
- D. The company has upcoming contract negotiations with a labor union

Correct Answer: A

QUESTION 3

Which question would be appropriate to ask a Partner SME, when doing a project for a private company?

- A. How would you describe the customer's culture?
- B. What is the customer's market share?
- C. What features will the company release in the main product next version?
- D. What is the company's net income for last year?

Correct Answer: A

QUESTION 4

Which should you choose to document the findings of CxO interviews?

- A. Business Capability Model
- B. Business Consulting Value Statement



C. Stakeholder Analysis Worksheet

D. Customer Conversation Framework

Correct Answer: C

QUESTION 5

How should a team use findings from discovery meetings?

A. Identify and develop a point of view on a customer's needs

B. As input for a report on the skill level of IT staff

C. To inform the CIO about concerns his staff has with new overtime policies

D. To establish sales goals for the account team

Correct Answer: A

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