



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

Mastering The Cisco Business Architecture Discipline (DTBAD)

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### QUESTION 1

What are two real-world examples of business motivation model elements? (Choose two.)

- A. a company mission statement or company vision statement
- B. a security policy that is introduced by a state healthcare department to serve as a guideline to all state hospitals
- C. a request for information to collect written information about supplier capabilities
- D. a return on investment calculation to determine the investment cost of a program of work
- E. a new business solution that is implemented for teachers in a university

Correct Answer: AB

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### QUESTION 2

Which definition of gross profit is true?

- A. financial consequences of investments and actions
- B. capital and operating expenditures
- C. income that remains after considering the cost of goods sold
- D. administration and sales expenses necessary to run day-to-day operations

Correct Answer: C

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### QUESTION 3

DRAG DROP

Consider customer touchpoints and interactions. drag each description on the left to its correct category on the right.

Select and Place:



The business views the customer journey from the perspective of the customer.

The result is reduced customer complaints.

No decision is made, which results in a benefit to the business, but not to the customer.

The result is negative customer emotions.

#### Outside-In Thinking

#### Inside-Out Thinking

Correct Answer:

  
  
  
  

#### Outside-In Thinking

The business views the customer journey from the perspective of the customer.

The result is reduced customer complaints.

#### Inside-Out Thinking

No decision is made, which results in a benefit to the business, but not to the customer.

The result is negative customer emotions.

#### 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

Correct Answer: C

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

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### QUESTION 5

Which two business activities in Porter's business value chain are primary activities instead of support activities? (Choose two.)

- A. human resource management
- B. inbound logistics
- C. technological development
- D. marketing and sales
- E. firm infrastructure

Correct Answer: BD

Reference: [https://www.mindtools.com/pages/article/newSTR\\_66.htm](https://www.mindtools.com/pages/article/newSTR_66.htm)

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