



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

Mastering The Cisco Business Architecture Discipline (DTBAD)

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### QUESTION 1

You are creating a business model canvas for ACME Manufacturing, which is a company with five factories worldwide. In which building block do you document the factories?

- A. Value proposition
- B. key resources
- C. cost structure
- D. key partners

Correct Answer: B

Reference: <https://corporatefinanceinstitute.com/resources/knowledge/strategy/business-model-canvasexamples/>

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### QUESTION 2

A customer sees technology as an opportunity to enable the business. Which two engagement maturity levels most likely describe this customer? (Choose two.)

- A. technology single domain
- B. business solutions
- C. technology architecture
- D. technology multidomain
- E. technology specific

Correct Answer: CE

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### QUESTION 3

You are constructing the key resources view of the business model canvas. Which two business perspectives are supported? (Choose two.)

- A. key activities
- B. cost structure
- C. customer relationships
- D. distribution channels
- E. customer segments

Correct Answer: AE

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Reference: <https://www.cleverism.com/key-resources-building-block-in-business-model-canvas/>

#### QUESTION 4

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.	<b>Outside-In Thinking</b> <div style="background-color: #ffff00; height: 20px; margin: 5px;"></div> <div style="background-color: #ffff00; height: 20px; margin: 5px;"></div>
The result is reduced customer complaints.	
No decision is made, which results in a benefit to the business, but not to the customer.	<b>Inside-Out Thinking</b> <div style="background-color: #ffff00; height: 20px; margin: 5px;"></div> <div style="background-color: #ffff00; height: 20px; margin: 5px;"></div>
The result is negative customer emotions.	

Correct Answer:

	<b>Outside-In Thinking</b> <div style="background-color: #00aaff; color: white; padding: 5px; margin: 5px;">The business views the customer journey from the perspective of the customer.</div> <div style="background-color: #00aaff; color: white; padding: 5px; margin: 5px;">The result is reduced customer complaints.</div>
	<b>Inside-Out Thinking</b> <div style="background-color: #00aaff; color: white; padding: 5px; margin: 5px;">No decision is made, which results in a benefit to the business, but not to the customer.</div> <div style="background-color: #00aaff; color: white; padding: 5px; margin: 5px;">The result is negative customer emotions.</div>



### QUESTION 5

When you write a business proposal, which two types of information must you consider? (Choose two.)

- A. a business motivation model
- B. the Seven Elements Framework
- C. direct and indirect benefits
- D. risk identification and risk management
- E. a business model canvas

Correct Answer: CD

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