



# ITIL-DITS<sup>Q&As</sup>

ITIL 4 Leader: Digital & IT Strategy

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### QUESTION 1

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

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### QUESTION 2

An organization is entering a new market with a range of services. Similar services already exist in the market, and the demand is high. Which is the BEST approach to pricing and charging for the services in the new market?

- A. Adopt a short-term Increase in the pricing and margins
- B. Adjust competitive prices for the market and competition
- C. Ensure service costs are clear to the consumers to help regulate prices
- D. Establish long-term contracts with fixed prices to help secure future Income

Correct Answer: B

Adjusting competitive prices for the market and competition is about setting prices that reflect the value of the services, the demand and supply in the market, and the prices of similar or substitute services offered by competitors. This can help attract customers, increase sales, and gain market share. References: ITIL 4 Leader: Digital and IT Strategy, page 81

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### QUESTION 3

An organization is continually changing to maintain customer and market relevant. The changes adopting new technologies, expanding to new markets, and adjusting the service portfolio. Which is the BEST approach to ensure that suppliers and partners support these changes?

- A. Technology replacement modernization
- B. Uninterrupted delivery
- C. Sourcing strategy



D. Organizational resilience

Correct Answer: C

A sourcing strategy is about deciding how to acquire and manage the resources and capabilities needed to deliver services, including suppliers and partners. An organization that is continually changing to maintain customer and market relevance needs a sourcing strategy that can support these changes by enabling flexibility, agility, innovation and collaboration with suppliers and partners. References: ITIL 4 Leader: Digital and IT Strategy, page 75-76

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#### QUESTION 4

An organization is aiming to use an innovative social media platform to improve engagement with young consumers. What should the organization's strategy focus on?

- A. Ecosystem disruption supported by operational excellence
- B. Market relevance supported by ecosystem disruption
- C. Customer and market relevance supported by operational excellence
- D. Operational excellence supported by customer and market relevance

Correct Answer: C

Customer and market relevance is about understanding and meeting the needs and expectations of customers and markets, especially in a dynamic and competitive environment. Operational excellence is about delivering services efficiently and effectively, with high quality and reliability. An innovative social media platform can help improve engagement with young consumers by enhancing customer and market relevance, while operational excellence can support the delivery of the platform and its services. References: ITIL 4 Leader: Digital and IT Strategy, page 15-16

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#### QUESTION 5

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 of balancing 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