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## Mastering the Cisco Business Architecture Discipline

Cisco 840-450

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## QUESTION NO: 1 - (DRAG DROP)

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**

ANSWER:

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**

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.

## Explanation:

### QUESTION NO: 2

Which two levels of the Cisco Engagement Readiness Assessment can be included or assigned to a business architect? (Choose two.)

- A. technology specific
- B. business solutions
- C. product roadmaps
- D. technology architecture
- E. business transformation

**ANSWER: B E**

### QUESTION NO: 3

In which quadrant of a stakeholder analysis grid do you place a customer enterprise architect who is not responsible for business solution selection but is responsible for business solution implementation?

- A. internal influencer
- B. key player
- C. show consideration
- D. least important

**ANSWER: B**

### QUESTION NO: 4

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

**ANSWER: A E**

**Explanation:**

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

## QUESTION NO: 5

You are looking at the role that technology plays in a customer organization. Which criterion enables you to choose between the “define” maturity level and the “differentiate” maturity level?

- A. Technology is operated solidly.
- B. Technology enables innovation and disruption.
- C. Technology enables foundational capacity.
- D. Technology is defined by business processes.

**ANSWER: D**

## QUESTION NO: 6

Which tool focuses on enabling customers to spend the least amount of time to reach their goal?

- A. lean consumption model
- B. lean service management
- C. culture map
- D. customer journey map

**ANSWER: D**

## QUESTION NO: 7

You are in the Research and Analyze phase of a business architecture engagement with a public sector customer. You have access to the corporate organization chart and are identifying the relevant customer audience.

Which tool helps when you consider power, influence, fears, support, and interest factors?

- A. RACI chart

- B. stakeholder analysis grid
- C. seven elements framework
- D. business scenario

**ANSWER: A**

## QUESTION NO: 8

Which two steps are part of the Seven Elements Framework? (Choose two.)

- A. know personal history
- B. relationship
- C. compromise
- D. detailed talk track
- E. options

**ANSWER: B E**

### Explanation:

Reference: <https://www.pon.harvard.edu/tag/seven-elements/>

## QUESTION NO: 9

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

**ANSWER: B D**

### Explanation:

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

## QUESTION NO: 10

What are the four roles of enterprise architectures?

- A. technology, information, applications, business strategy
- B. architecture, applications, technology, compliance
- C. security, technology, business, strategy
- D. risk, technology, business strategy, information

**ANSWER: A**