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QUESTION 1

Which first step to create a customer journey map is viable?

- A. Present an architecture of another similar customer.
- B. Create a story board.
- C. Evaluate all your stakeholders\' motives.
- D. Create a workflow of tasks and business procedures.

Correct Answer: B

QUESTION 2

Which type of engagement does a business architect pursue?

- A. solutions to drive measurable business impact to the business
- B. IT operations transformation engagements
- C. large, complex, data-center architecture engagements
- D. multidomain technology architecture engagements

Correct Answer: A

QUESTION 3

Which tool helps you to reduce the complexity and costs of implementing a full ITSM capability?

- A. lean consumption model
- B. business process mapping
- C. job mapping
- D. lean service blueprint

Correct Answer: A

QUESTION 4

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

QUESTION 5

Which tool best describes how a business generates revenue and delivers value to its customers?

- A. business model canvas
- B. sales and marketing plan
- C. balanced scorecard
- D. business motivation model

Correct Answer: A

Reference: <https://www.denis-oakley.com/create-great-business-model-canvas/revenue-in-the-businessmodel-canvas/>

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