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**Exam** : **840-423**

**Title** : Executing Cisco Advanced  
Business Value Analysis  
and Design Techniques

**Version** : DEMO

1.Which information is the most important to know early in a business requirements project?

- A. the customer's go-to-market approach for generating revenue
- B. competitor prices
- C. the organizational structure
- D. the company's budget for marketing products planned for two years in the future

**Answer: A**

2.Which action is the recommended way to establish trusted-advisor credibility with a senior business executive?

- A. Ask open-ended questions about the organization's priorities and goals.
- B. Ask questions about the IT organization's track record for problem resolution.
- C. Provide an overview of your sales team's reporting structure and metrics.
- D. Ask detailed questions about the process to acquire cloud computing solutions.

**Answer: A**

3.Which option is a way to validate that you have established credibility with a business executive?

- A. Ask an IT stakeholder to inquire with the executive on your behalf.
- B. Brainstorm with the internal team to get feedback from peers.
- C. Ask the executive whether you could join a future staff meeting and present for 15 minutes.
- D. Offer to show the executive a demonstration of the latest security software.

**Answer: C**

4.Which statement about why stakeholder analysis for a large initiative can be challenging is true?

- A. A higher level of politics and uncertainty typically exists with larger initiatives.
- B. The IT department most likely has a higher level of influence as compared to other projects.
- C. The stakeholder analysis 2x2 framework -- interest vs. power -- only works for small scope projects.
- D. It is necessary to assess 90% or more of the stakeholders for an effort.

**Answer: A**

5.Which statement about discovery meetings for larger scope projects is true?

- A. Discovery should be performed to a lower level of detail than for smaller projects.
- B. Planning for discovery activities may take more effort, but this step is essential.
- C. The project team should be staffed with more subcontractors to keep the costs down.
- D. Request that the customer captures a baseline of needs in advance of your work.

**Answer: B**