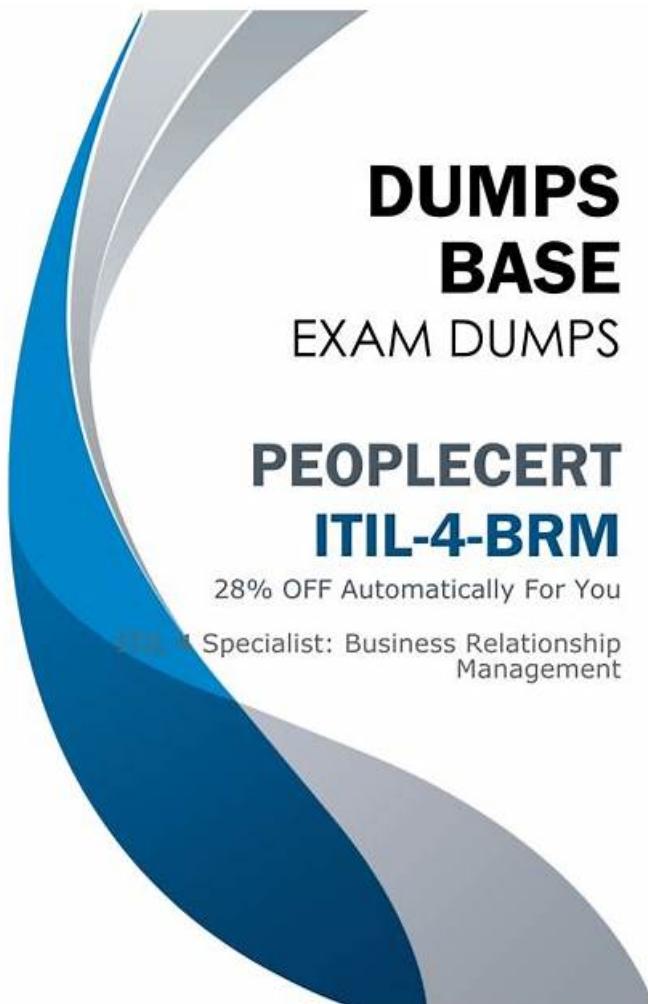


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Peoplecert ITIL-4-BRM Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Business Relationship Management Roles and Responsibilities: This section of the exam measures the skills of a Service Relationship Manager and focuses on identifying and defining the core responsibilities, skills, and knowledge areas required for successful business relationship management. Candidates will be expected to understand how this role contributes to connecting service providers with consumers and aligning IT services with business outcomes.

Topic 2	<ul style="list-style-type: none"> Strategic and Operational Stakeholder Engagement: This section of the exam measures the skills of a Business Relationship Manager and addresses how to ensure that stakeholders at every level understand and support the service strategy. It highlights the importance of engaging both strategic and operational stakeholders in co-creating value, aligning expectations, and working toward shared goals across the service value system.
Topic 3	<ul style="list-style-type: none"> Relationship Models and Value Co-Creation: This section of the exam measures the skills of a Service Relationship Manager and covers how to develop and apply effective relationship models based on ITIL best practices. It focuses on fostering long-term collaboration between service providers and consumers to improve communication, transparency, and the overall customer experience in a structured and measurable way.
Topic 4	<ul style="list-style-type: none"> Performance Measurement and Success Factors: This section of the exam measures the skills of a Business Relationship Manager and focuses on identifying appropriate metrics and key success factors to evaluate relationship effectiveness. Candidates will learn how to use these indicators to continuously improve relationship management practices and align them with the organization's strategic goals.
Topic 5	<ul style="list-style-type: none"> Capability Assessment Using the ITIL Maturity Model: This section of the exam measures the skills of a Service Relationship Manager and involves assessing the current maturity of the organization's relationship management capabilities. The focus is on applying the ITIL Maturity Model to identify gaps, guide improvements, and support long-term growth through structured capability development.

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Peoplecert ITIL 4 Specialist: Business Relationship Management Sample Questions (Q21-Q26):

NEW QUESTION # 21

Part of an organization's strategy is to use consumer feedback as part of the service quality measurement and reporting. The business relationship management (BRM) practice is an important component of that strategy, and an objective has been set to automate, as much as possible, the collection and analysis of feedback. Given this objective, what is the minimum target capability level the organization should set for this practice?

- A. Level 5
- B. Level 4**
- C. Level 2
- D. Level 3

Answer: B

Explanation:

The objective to automate the collection and analysis of feedback aligns with Capability Level 4, where processes are quantitatively managed and supported by automated tooling.

NEW QUESTION # 22

An organization is performing a stakeholder analysis.

Which is an example of a stakeholder that should be monitored?

- A. A financial controller who has little interest in a project
- B. A business relationship manager who wants to ensure that a service fulfils the customer's needs
- C. End users who have no control over or interest in the software they use
- D. A senior manager who has control of a project

Answer: C

Explanation:

End users with neither control (power) nor interest fit the "monitor" category in stakeholder analysis, requiring minimal effort to track their status.

NEW QUESTION # 23

Which is an example of an approach to managing a business relationship in a clear domain?

- A. A business relationship manager uses a Gemba walk for analysing stakeholders influence and interest
- B. A business relationship manager is provided with a set of principles to apply when discussing sustainability issues with customers
- C. A business relationship manager is provided high-level guidance for customer discussions
- D. A business relationship manager is provided with a detailed set of instructions for gathering information about new customers

Answer: D

Explanation:

In a clear domain, processes are well understood and documented; providing a detailed set of instructions aligns with that clarity, guiding the BRM's information-gathering.

NEW QUESTION # 24

Which activity in the 'managing business relationship journeys' process executes the activities for the business relationship journey?

- A. Analyze the organization's culture, strategy, and stakeholders
- B. Manage exceptions
- C. Follow the business relationship model
- D. Review the relationship

Answer: C

Explanation:

"Follow the business relationship model" is the activity that carries out the defined sequence of journey steps, executing the business relationship journey in practice.

NEW QUESTION # 25

Which is an example of 'Analysing the Voice of the customer'?

- A. Performing regular reviews of 'Voice of the customer' activities
- B. Interpreting feedback from customers about a software application and prioritizing actions
- C. Surveying customers about their opinions of a new software application
- D. Responding to a customer regarding their concerns about relationship management activities.

Answer: B

Explanation:

Analysing the Voice of the Customer involves reviewing and interpreting customer feedback to identify priorities and actions, which is exemplified by interpreting feedback and prioritizing actions.

NEW QUESTION # 26

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