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## Peoplecert ITIL-4-BRM Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• 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.</li></ul>

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### Peoplecert ITIL 4 Specialist: Business Relationship Management Sample Questions (Q34-Q39):

#### NEW QUESTION # 34

In the context of a cooperative relationship, which would NOT be a role of business relationship management?

- A. Balancing becoming a trusted partner with investing too much in high-value services
- B. Achieving strategic alignment and setting common goals and priorities
- C. Using information to look for new ways to add value for the service consumers
- D. Identifying tailored services that meet service outcome and experience expectations

**Answer: A**

Explanation:

In a cooperative relationship, Business Relationship Management focuses on adding value, achieving strategic alignment, and identifying tailored services; balancing the risk of over-investing in high-value services is not one of its defined roles.

#### NEW QUESTION # 35

Which activity is NOT likely to be performed by a partner or supplier in support of the business relationship management practice?

- A. Performing and analyzing satisfaction surveys of business relationships.
- B. Providing tools to assist the business relationship management practice.
- C. Being accountable for the business relationships and the BRM practice.
- D. Advising the internal IT service provider on experience management techniques.

**Answer: C**

Explanation:

Accountability for the organization's business relationships and the BRM practice remains an internal responsibility; partners and suppliers support but do not hold that accountability.

#### NEW QUESTION # 36

What technique is MOST appropriate to help a business relationship manager understand how a customer affects the business relationship journey?

- A. Voice of customer
- B. Stakeholder analysis and mapping
- C. Gemba walk
- D. Business relationship models

**Answer: B**

Explanation:

Stakeholder analysis and mapping helps the BRM identify and understand a customer's influence, interests, and impact on each stage of the relationship journey.

### NEW QUESTION # 37

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

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

**Answer: A**

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 # 38

Which TWO statements about BRM and third-party services are CORRECT?

1. BRM does not focus on suppliers as they never interact directly with the organization's users
2. BRM ensures that, where appropriate, suppliers follow a service provider's BRM approach
3. BRM is not directly involved in and does not need to understand supplier services
4. BRM needs to understand dependencies on supplier services as they influence user experience

- A. 3 and 4
- B. 1 and 3
- C. 1 and 2
- D. 2 and 4

**Answer: D**

Explanation:

Statement 2 is correct because BRM ensures that suppliers align with the organization's relationship management approach when interacting with consumers.

Statement 4 is correct because understanding supplier dependencies is vital for BRM to manage and influence the overall user experience.

### NEW QUESTION # 39

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