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## ITIL 4 Managing Professional Transition Sample Questions (Q50-Q55):

### NEW QUESTION # 50

Which describes the customer journey?

- A. The actions that the service provider takes to attract new customers
- B. The actions that the user undertakes to be able to use the service
- **C. The end-to-end experience customers have with service providers**
- D. The experience the service user gets from the service provider

**Answer: C**

Explanation:

Explanation

The correct answer is B. The end-to-end experience customers have with service providers. This is because the customer journey is a term that describes the complete lifecycle of a customer's interaction with a service provider, from the initial awareness and engagement, to the purchase and consumption, to the retention and advocacy<sup>12</sup>. The customer journey helps to understand the customer's needs, expectations, emotions, and satisfaction at each touchpoint, and to identify the opportunities for improvement and

innovation.

A: The actions that the user undertakes to be able to use the service is not the correct answer, because this is only a part of the customer journey, not the whole definition. The user is the person who uses the service, not necessarily the person who pays for it or decides to use it. The actions that the user undertakes to be able to use the service are also known as the user journey, which is a subset of the customer journey<sup>12</sup>.

C: The actions that the service provider takes to attract new customers is not the correct answer, because this is also only a part of the customer journey, not the whole definition. The service provider is the organization that provides the service, not the customer. The actions that the service provider takes to attract new customers are part of the marketing and sales activities, which are the first stages of the customer journey<sup>12</sup>.

D: The experience the service user gets from the service provider is not the correct answer, because this is also only a part of the customer journey, not the whole definition. The service user is another term for the user, who may or may not be the customer. The experience the service user gets from the service provider is part of the service delivery and support activities, which are the middle stages of the customer journey<sup>12</sup>. References:

ITIL 4 Managing Professional Transition Module Sample Paper - English, page 11, question 4, answer B  
ITIL 4 Managing Professional Transition Module Candidate Syllabus - English, page 12, learning outcome 1.6

### NEW QUESTION # 51

Which value chain activity ensures that products deliver stakeholder expectations for quality?

- A. Engage
- B. Plan
- C. Obtain/build
- **D. Design and transition**

**Answer: D**

Explanation:

The value chain activity that ensures that products and services continually meet stakeholder expectations for quality, costs and time to market is design and transition. This activity involves the following steps<sup>12</sup>:

\* Defining the requirements and specifications of the products and services based on the demand and feedback from the customers and other stakeholders.

\* Designing the products and services according to the requirements and specifications, as well as the best practices and standards of the organization and the industry.

\* Developing and testing the products and services to ensure that they meet the quality criteria and the expected outcomes.

\* Deploying and releasing the products and services to the customers and users, ensuring that they are ready for use and operation.

\* Validating and evaluating the products and services to ensure that they deliver the intended value and meet the stakeholder expectations.

\* Transitioning the products and services from the development stage to the operational stage, ensuring that they are integrated with the existing processes, systems and resources of the organization.

References: 1: ITIL 4 Create, Deliver and Support, AXELOS, 2019, p. 23-24 2: Value Chain Activity:

Design & Transition - Altvista, 3

### NEW QUESTION # 52

Which two stakeholders co-create value in the service relationship?

- A. The provider and supplier
- B. The investor and supplier
- C. The investor and consumer
- **D. The consumer and provider**

**Answer: D**

Explanation:

Explanation

According to ITIL 4, value is co-created by two stakeholders in the service relationship: the consumer and the provider. The consumer is the person or organization that defines the requirements for a service and takes responsibility for the outcomes of service consumption. The provider is the person or organization that provides services to consumers. Value is co-created when the consumer and the provider collaborate and communicate to ensure that the service meets the consumer's needs, expectations, and outcomes. Value is not delivered by the provider alone, but rather emerges from the interactions between the provider and the

consumer. The other options are not correct, as they do not involve the consumer and the provider. The supplier is a person or organization that provides goods or services to the provider, but does not directly co-create value with the consumer. The investor is a person or organization that provides funding or resources for the provider, but does not directly co-create value with the consumer. References:

ITIL 4 and value co-creation | Axelos<sup>1</sup>

ITIL 4 - from creating value to co-creating value | Axelos<sup>2</sup>

What is co-creation in ITIL 4? - QRP International - Belgium<sup>3</sup>

Deriving Value Through Cocreation: ITIL And Other Best Practices Frameworks<sup>4</sup>

### NEW QUESTION # 53

Which can act as an operating model for an organization?

- A. The ITIL guiding principles
- **B. The service value chain**
- C. Continual improvement
- D. The four dimensions of service management

**Answer: B**

Explanation:

The correct answer is B. The service value chain because it is the core component of the ITIL 4 service management framework that describes how an organization orchestrates its IT capabilities to achieve its strategic objectives. The service value chain is an operating model that covers all the key activities to flexibly manage products and services<sup>1</sup>. It consists of six interconnected value chain activities: plan, improve, engage, design and transition, obtain/build, and deliver and support<sup>2</sup>.

Option A is not correct because the four dimensions of service management are not an operating model, but rather a holistic perspective that should be considered for the effective and efficient facilitation of value co-creation<sup>2</sup>. The four dimensions are: organizations and people, information and technology, partners and suppliers, and value streams and processes<sup>2</sup>.

Option C is not correct because the ITIL guiding principles are not an operating model, but rather a set of recommendations that can guide an organization in all circumstances, regardless of changes in its goals, strategies, type of work, or management structure<sup>2</sup>. The ITIL guiding principles are: focus on value, start where you are, progress iteratively with feedback, collaborate and promote visibility, think and work holistically, keep it simple and practical, and optimize and automate<sup>2</sup>.

Option D is not correct because continual improvement is not an operating model, but rather a recurring organizational activity performed at all levels to ensure that an organization's performance continually meets stakeholders' expectations<sup>2</sup>. Continual improvement is based on the continual improvement model, which consists of four steps: what is the vision, where are we now, where do we want to be, and how do we get there<sup>2</sup>.

References: : ITIL 4 Models - A New Operating Model in ITIL 4 - KnowledgeHut : ITIL 4 Managing Professional Transition Course Online - Simplilearn

### NEW QUESTION # 54

In service relationships what is a benefit of identifying consumer roles?

- A. It enables a common definition of value
- **B. It enables effective stakeholder management**
- C. It provides shared service expectations
- D. It removes constraints from the customer

**Answer: B**

Explanation:

Identifying consumer roles in service relationships is a benefit because it helps the service provider to understand the needs, expectations, and responsibilities of each type of consumer. This enables effective stakeholder management, which is the process of identifying, analyzing, planning, and communicating with the people or groups involved in or affected by a service. By knowing the consumer roles, the service provider can tailor the service offerings, agreements, and interactions to suit each role and create value for them. For example, the service provider can communicate with the customer (the person who defines the requirements and pays for the service) about the service strategy and value proposition, while communicating with the user (the person who uses the service) about the service features and feedback. The sponsor (the person who authorizes the budget and supports the service) can also be involved in the decision-making and governance of the service. By identifying and managing the consumer roles, the service provider can build trust, collaboration, and alignment with the consumers and deliver better service outcomes. References: 1, 2, 3



