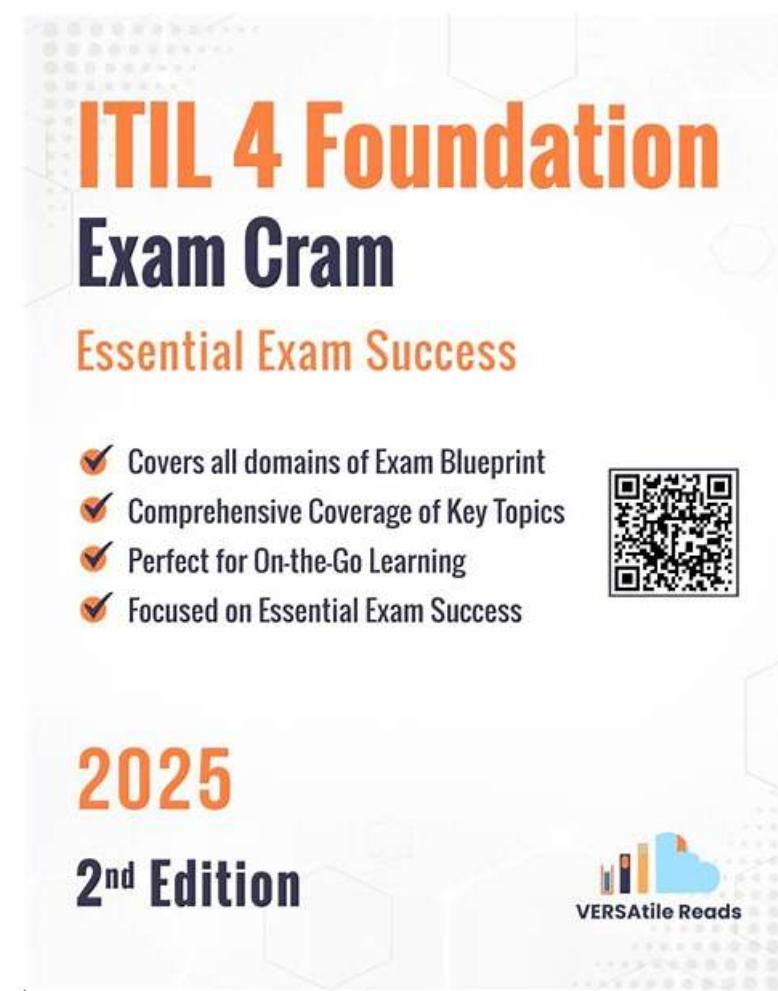


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Peoplecert ITIL-4-BRM Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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.
Topic 4	<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 5	<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.

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Peoplecert ITIL 4 Specialist: Business Relationship Management Sample Questions (Q17-Q22):

NEW QUESTION # 17

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

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 # 18

An organization is performing a stakeholder analysis.

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

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

Answer: D

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 # 19

What key question should be asked when verifying and adjusting a business relationship model?

- A. Is there an applicable relationship model?
- B. Does the agent understand the context and the applicable relationship model?
- **C. Did we deviate from the model or did the model not work as expected?**
- D. Is this a new or existing relationship?

Answer: C

Explanation:

Verifying and adjusting the business relationship model requires assessing whether deviations occurred because the process wasn't followed or because the model itself was ineffective.

NEW QUESTION # 20

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

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

Answer: D

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 # 21

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

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

Answer: C

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 # 22

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