

# CITM Study Reference | Exam CITM Fee



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## EXIN CITM Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• Service Management: This domain targets a Service Delivery Manager and focuses on managing IT services to ensure consistent and efficient delivery. It includes establishing service level agreements (SLAs), incident and problem management, continuous service improvement, and aligning IT services with business demands.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• Information Security Management: This section targets an Information Security Manager and focuses on protecting information assets from threats. It covers policy development, security controls implementation, incident response, data protection, and compliance with legal and regulatory requirements to maintain confidentiality, integrity, and availability.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• IT Organization: This domain targets an IT Operations Manager and focuses on the design and management of IT organizational structures. It includes defining roles and responsibilities, establishing governance frameworks, managing resources effectively, and fostering collaboration to support IT service delivery and business needs.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• Vendor Selection</li> <li>• Management: This section measures the expertise of a Vendor Manager and covers the process of selecting and managing third-party providers. It addresses evaluating vendor capabilities, negotiating contracts, monitoring performance, and maintaining productive relationships to ensure service quality and value.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• Risk Management: This domain evaluates the capabilities of an IT Risk Manager and involves identifying, assessing, and mitigating IT-related risks. It addresses developing risk frameworks, compliance management, and proactive measures to safeguard IT assets and operations.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• Project Management: This domain is aimed at an IT Project Manager and encompasses planning, executing, and controlling IT projects. It includes managing scope, time, cost, quality, and risks, applying project methodologies, engaging stakeholders, and delivering projects that meet business requirements.</li> </ul>

Topic 7	<ul style="list-style-type: none"> <li>• <b>Business Continuity Management:</b> This section measures the skills of a Business Continuity Manager and covers planning and implementing strategies to ensure IT availability and resilience during disruptions. It includes risk assessment, disaster recovery planning, backup procedures, and testing to minimize business impact.</li> </ul>
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### EXIN EPI Certified Information Technology Manager Sample Questions (Q35-Q40):

#### NEW QUESTION # 35

Before the marketing department will decide on a new advertising campaign, it wants to be able to gain more insights into the customer, being able to predict the products customers will purchase in the near future. What is a 'must-have' criterion in terms of the technology the marketing department is interested in?

- **A. Advanced analytics**
- B. Business Intelligence (BI)
- C. Records Management System (RMS)
- D. Ad hoc analysis

**Answer: A**

Explanation:

To predict future customer purchases, the marketing department requires advanced analytics (B), which involves sophisticated data analysis techniques, such as predictive modeling, machine learning, and data mining. These technologies enable the department to analyze customer behavior, identify patterns, and forecast purchasing trends, supporting targeted advertising campaigns.

\* Records Management System (RMS) (A): Focuses on managing and storing records, not predictive analysis.

\* Ad hoc analysis (C): Allows for on-demand, one-off queries but lacks the predictive capabilities of advanced analytics.

\* Business Intelligence (BI) (D): Provides reporting and historical data analysis but is less focused on predictive modeling compared to advanced analytics.

Advanced analytics aligns with IT strategy goals of leveraging data for competitive advantage, as it supports predictive insights critical for marketing decisions.

Reference: EPI CITM study guide, under IT Strategy, likely discusses data-driven technologies like advanced analytics for business decision-making. Refer to sections on emerging technologies or data analytics.

#### NEW QUESTION # 36

Whilst creating the IT service catalog, a needs analysis is conducted. One of the items discussed is the data points required for the IT services. What is the objective of these data points?

- A. To establish the operating hours of the IT services
- B. To identify the data being used by the customer
- **C. To measure the performance of IT services delivered**
- D. To determine the life expectancy of IT services

**Answer: C**

Explanation:

In ITIL's service catalog management, data points required for IT services are used to measure the performance of IT services delivered (A). These data points (e.g., uptime, response times, incident resolution rates) enable the IT provider to monitor and report

on service quality, ensuring alignment with service level agreements (SLAs) and customer expectations. A needs analysis identifies key performance indicators (KPIs) to track service effectiveness.

\* Identify data used by the customer (B): Focuses on customer data usage, not service performance.

\* Determine life expectancy (C): Relates to service lifecycle planning, not data points.

\* Establish operating hours (D): Operating hours are a service attribute, not the primary purpose of data points.

Reference: EPI CITM study guide, under Service Management, likely references ITIL's service catalog management, emphasizing KPIs for performance measurement. Check sections on service catalog or performance metrics.

### NEW QUESTION # 37

Whilst creating the budget for the project, stakeholders demand that the project manager submits a budget proposal as accurate as possible, supported by a Work/Product Breakdown Structure (WBS/PBS). What is the preferred budget estimation?

- A. Bottom-up estimate
- B. Analogous estimate
- C. Rough Order of Magnitude (ROM)
- D. Budget estimate

**Answer: A**

Explanation:

For a budget proposal that must be as accurate as possible and supported by a Work Breakdown Structure (WBS) or Product Breakdown Structure (PBS), the bottom-up estimate (A) is preferred. This method involves estimating costs for each task or deliverable in the WBS/PBS, then aggregating them to calculate the total budget. According to PMBOK, bottom-up estimation leverages detailed data, ensuring high accuracy, especially when a WBS is available.

\* Rough Order of Magnitude (ROM) (B): A high-level estimate with low accuracy ( $\pm 50\%$ ), used early in projects, not suitable for detailed budgeting.

\* Analogous estimate (C): Relies on historical data from similar projects, less accurate than bottom-up when detailed WBS data exists.

\* Budget estimate (D): A general term, not a specific technique, and less precise than bottom-up.

Reference: EPI CITM study guide, under Project Management, likely references PMBOK's cost estimation techniques, emphasizing bottom-up for accurate budgeting. Refer to sections on project cost management or budgeting.

### NEW QUESTION # 38

A customer survey needs to be designed. What is the most important factor for success?

- A. Relevant questions to meet the objective
- B. Make use of leading and loaded questions
- C. Minimum duration to complete
- D. Use a rating scale only

**Answer: A**

Explanation:

The most important factor for a successful customer survey in service management is relevant questions to meet the objective (A). According to ITIL's continual service improvement (CSI), surveys must be designed with questions that align with the survey's goals (e.g., assessing service quality or customer satisfaction) to gather meaningful data for actionable improvements.

\* Use a rating scale only (B): Restricting to rating scales limits question variety and may not capture qualitative insights.

\* Leading and loaded questions (C): These bias responses, reducing survey validity.

\* Minimum duration (D): While brevity is important, relevance of questions is critical for achieving the survey's purpose.

Reference: EPI CITM study guide, under Service Management, likely references ITIL's CSI framework for survey design. Check sections on customer feedback or service improvement.

### NEW QUESTION # 39

The new social media platform is multi-media supported and will generate a large volume of raw data. The marketing department has a need for advanced analysis of this data. Which data management technology applies best?

- A. Online Analytical Processing (OLAP)



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