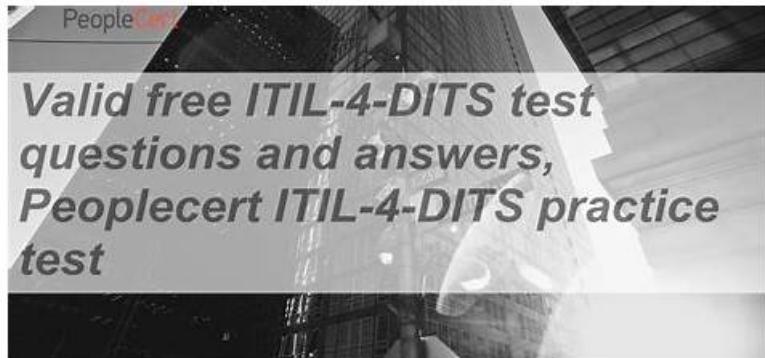


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Peoplecert ITIL 4 Leader: Digital & IT Strategy Exam Sample Questions (Q44-Q49):

NEW QUESTION # 44

Which statement about metrics is CORRECT?

- A. Lagging metrics are easy to measure and to influence
- **B. Lagging metrics report what has been achieved**
- C. Leading metrics are difficult to measure, but easy to influence
- D. Lagging metrics predict what is likely to happen in the future

Answer: B

NEW QUESTION # 45

A service provider that has grown rapidly in the social media market wants to increase its competitive advantage by launching new functionality for its services. However, there are concerns that the technology the service provider plans to use is unreliable and causes service outages. The service provider is convinced that the new functionality will be popular and has decided to launch the changes despite the technical concerns.

Which risk attitude is this an example of?

- **A. Risk-seeking**
- B. Risk-neutral
- C. Risk-tolerant
- D. Risk-averse

Answer: A

NEW QUESTION # 46

An organization is aiming to use an innovative social media platform to improve engagement with young consumers.

What should the organization's strategy focus on?

- **A. Customer and market relevance supported by operational excellence**
- B. Ecosystem disruption supported by operational excellence
- C. Market relevance supported by ecosystem disruption
- D. Operational excellence supported by customer and market relevance

Answer: A

Explanation:

Customer and market relevance is about understanding and meeting the needs and expectations of customers and markets, especially in a dynamic and competitive environment. Operational excellence is about delivering services efficiently and effectively, with high quality and reliability. An innovative social media platform can help improve engagement with young consumers by enhancing customer and market relevance, while operational excellence can support the delivery of the platform and its services.

Reference: ITIL 4 Leader: Digital and IT Strategy, page 15-16

NEW QUESTION # 47

Why might an organization choose to Implement an Innovation even though it does not meet its minimum requirement for "return on Investment" (ROI)?

- A. The innovation is essential for the organization to survive
- B. The innovation is low risk
- C. The innovation will deliver significant benefit for the organization
- **D. The innovation is low cost**

Answer: D

NEW QUESTION # 48

Which term includes the use of hardware and software to store, retrieve, transmit, and manipulate data?

- A. Digital business

- B. Digital strategy
- C. Digital technology
- D. Digital transformation

Answer: C

Explanation:

Digital technology includes the use of hardware and software to store, retrieve, transmit, and manipulate data. It is one of the components of digital transformation, which is the use of digital technology to create new or modify existing business processes, culture, and customer experiences. Digital strategy is the plan for how an organization will use digital technology to achieve its goals and objectives. Digital business is the business model that leverages digital technology to create value for customers and stakeholders. Reference: ITIL 4 Leader: Digital and IT Strategy, page 5-6

NEW QUESTION # 49

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