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Peoplecert ITIL-4-BRM Exam Syllabus Topics:

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

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Peoplecert ITIL 4 Specialist: Business Relationship Management Sample Questions (Q37-Q42):

NEW QUESTION # 37

Which skill requires a business relationship manager to be introspective and understand their own behavior?

- A. Strategic Thinking
- **B. Self-awareness**
- C. Written and verbal communications
- D. Persuasion/negotiation

Answer: B

Explanation:

Self-awareness involves introspection and understanding one's own behaviors, emotions, and impact on relationships, which is essential for a business relationship manager.

NEW QUESTION # 38

Which is an example of the 'Prepare the team' step of Gemba walks?

- A. A relationship manager asks another manager to join the Gemba walk for onboarding new customers
- B. A relationship manager discusses the findings of a Gemba walk with other stakeholders
- **C. A business relationship manager informs staff of a future Gemba walk of the value stream for creating a new service**
- D. A relationship manager records the findings of observing the negotiation of service targets

Answer: C

Explanation:

"Prepare the team" involves informing and readying participants for the upcoming Gemba walk; notifying staff about the future observation aligns with that preparatory activity.

NEW QUESTION # 39

Which activity is typically a responsibility that is shared between a business relationship manager and a business relationship agent?

- A. Coordinating interactions between the service provider and service consumer
- B. Developing business relationship models
- C. Maintaining business relationship models
- D. Managing business relationship exceptions

Answer: A

Explanation:

Both the business relationship manager and agents collaborate to coordinate interactions between the service provider and service consumer, ensuring seamless communication and alignment.

NEW QUESTION # 40

Which is an example of an approach to managing a business relationship in a clear domain?

- A. A business relationship manager is provided high-level guidance for customer discussions
- B. A business relationship manager is provided with a set of principles to apply when discussing sustainability issues with customers
- C. A business relationship manager is provided with a detailed set of instructions for gathering information about new customers
- D. A business relationship manager uses a Gemba walk for analysing stakeholders influence and interest

Answer: C

Explanation:

In a clear domain, processes are well understood and documented; providing a detailed set of instructions aligns with that clarity, guiding the BRM's information-gathering.

NEW QUESTION # 41

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

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

Answer: D

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 # 42

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