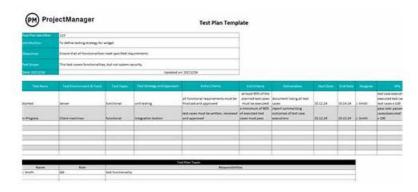
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## WGU Information Technology Management QGC1 Sample Questions (Q115-Q120):

#### **NEW QUESTION #115**

What is a method for confirming users' identities?

- A. Information secrecy
- B. Authorization
- C. Public key encryption
- D. Authentication

#### **NEW QUESTION #116**

What does the Information Technology Infrastructure Library (ITIL) provide to organizations in managing IT services?

- A. Alignment of processes with external compliance standards
- B. Enforcement of detailed operational controls across departments
- C. Promotion of transparency through ethical oversight of services
- D. Provision of structured guidance for operational considerations

#### Answer: D

#### Explanation:

ITIL provides a structured framework and guidance for organizations to manage IT services effectively. It outlines best practices, processes, and operational considerations for delivering IT services in alignment with business needs. ITIL is not about enforcing control, compliance, or ethics oversight-it focuses on service management practices that ensure consistent quality and continual improvement.

Option A: Incorrect, ITIL does not enforce controls but provides guidance.

Option C: Incorrect, ITIL focuses on internal IT service alignment with business goals, not primarily compliance.

Option D: Incorrect, ITIL is not centered on ethical oversight but on operational best practices.

Thus, the correct answer is provision of structured guidance for operational considerations.

Reference:

WGU Information Technology Management - IT Service Management, section on ITIL Framework for Service Management.

#### **NEW QUESTION #117**

Which business layer determines which products or services are being sold and to whom?

- A. Corporate
- B. Systems
- C. Strategy
- D. Operating

#### Answer: C

#### Explanation:

- \* Definition of Strategy in Business Layers:
- \* Thestrategy layerfocuses ondetermining products or services, target customers, and competitive positioning,
- \* It involves defining the organization's long-term goals and the means to achieve them in alignment with market needs and opportunities.
- \* Why Strategy is Key to Product/Service Decisions:
- \* Guides resource allocation to achieve competitive advantage.
- \* Determines value propositions, customer segmentation, and market focus.
- \* Incorrect Options Analysis:
- \* A. Systems:Focuses on technology infrastructure, not business direction.
- \* B. Operating: Deals with day-to-day operations, not strategic decisions.
- \* C. Corporate:Relates to governance and overarching organizational management, not product /service specifics.

References and Documents of Information Technology Management:

- \* "Business Strategy Fundamentals" (McKinsey & Co.).
- \* ITIL 4 Service Strategy Practices (Axelos).

#### **NEW QUESTION #118**

Which two benefits does RFID tagging offer for supply chain management? Choose 2 answers.

- A. Tracks a product's journey from manufacturing facility to store
- B. Automates the different activities of the supply chain
- C. Discards inconsistent, incorrect, or incomplete information

• D. Serves as a unique product identifier

#### Answer: A,D

#### Explanation:

- \* RFID Tagging Benefits in Supply Chain Management:
- \* Unique Product Identifier:RFID tags provide a unique identifier for each product, enabling precise tracking and inventory management.
- \* Product Tracking:RFID tags allow continuous tracking of products throughout their journey in the supply chain, from manufacturing to delivery.
- \* Why Other Options Are Incorrect:
- \* Option A:While RFID can streamline certain activities, it does not automate the entire supply chain.
- \* Option D:RFID is not designed to discard incorrect or incomplete information but rather to provide accurate tracking. References:
- \* RFID in Supply Chain Management IEEE
- \* "Enhancing Supply Chain Visibility with RFID" Gartner

#### **NEW QUESTION #119**

A company no longer wants to sell one product to as many customers as possible. Now they want to sell one customer as many products as possible. Which type of software gathers and analyzes customer information to tailor this marketing campaign?

- A. Customer relationship management (CRM)
- B. Operations management (OM)
- C. Distribution management (DM)
- D. Supply chain management (SCM)

#### Answer: A

#### Explanation:

- \* Understanding the Scenario:
- \* The company is shifting focus from mass marketing to personalized marketing, targeting individual customers with tailored offerings.
- \* Role of CRM:
- \* CRM systems gather and analyze customer data, including purchase history, preferences, and interactions, to personalize marketing strategies.
- \* CRM tools help businesses cross-sell and upsell products effectively by understanding customer needs.
- \* Why Other Options Are Incorrect:
- \* Option A (DM): Distribution management focuses on the logistics of product delivery.
- \* Option C (SCM): Supply chain management optimizes production and delivery, not marketing.
- $\hbox{* Option D (OM):} Operations \ management \ focuses \ on \ internal \ processes \ rather \ than \ customer \ interactions.$

#### References:

- \* "The Role of CRM in Modern Marketing" Forrester
- \* CRM Best Practices Guide Salesforce

#### **NEW QUESTION # 120**

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