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Question 1

Which BEST describes the service relationship journey?

Options:

A- The actions that a service provider undertakes to build a relationship with service consumers
B- The experience consumers have as a result of service interactions with a service provider
C- The steps a service consumer and a service provider undertake together to co-create value
D- The actions that service consumers undertake to be able to use a provider's services

Answer:

C

Explanation:

The service relationship journey encompasses the collaborative steps taken by both the service consumer and provider to co-create value through their interactions.

Question 2

Question Type: MultipleChoice

In the context of the capability model, what are the capability criteria for each practice success factor mapped to?

Options:

A- Key metrics
B- The service value system
C- The organization's strategy
D- One of the four dimensions of service management

Answer:

A

Explanation:

Capability criteria are specific, measurable attributes of success factors and are directly mapped to key metrics used to assess practice performance.

Question 3

Question Type: MultipleChoice

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

Options:

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

Answer:

C

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.

Question 4

Question Type: MultipleChoice

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

Options:

A- Coordinating interactions between the service provider and service consumer

B- Managing business relationship exceptions

C- Developing business relationship models

D- Maintaining business relationship models

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.

Question 5

Question Type: MultipleChoice

A parent is authorizing the purchase of a cell phone for her child. What role is the parent assuming?

Options:

A- Sponsor

B- Customer

C- User

D- Provider

Answer:

A

Explanation:

By authorizing the purchase, the parent is assuming the sponsor role.

Question 6

Which activity is typically shared between a business relationship manger and business relationship agent?

Options:

A- Developing business relationship models
B- Reviewing business relationships
C- Following business relationship models
D- Maintaining relationships with service consumer stakeholders

Answer:

D

Explanation:

Both the business relationship manager and agent share the responsibility of maintaining relationships with service consumer stakeholders to ensure ongoing alignment and engagement.

Question 7

Question Type: MultipleChoice

Which is NOT an input to the 'Managing business relationship journeys' process?

Options:

A- Training materials
B- Roles and responsibilities
C- Business relationship models
D- Service portfolio

Answer:

A

Training materials support BRM development but are not an input to the Managing Business Relationship Journeys process; that process relies on defined roles and responsibilities, relationship models, and the service portfolio.

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