

## Exam Questions 700-150

Introduction to Cisco Sales

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#### NEW QUESTION 1

AMP for endpoints decreases time to detection. What is Cisco's security time to detection?

- A. 8 hours or less
- B. 7 hours or less
- C. 10 hours or less
- D. 6 hours or less

**Answer:** D

#### NEW QUESTION 2

Cisco DNA Analytics and Assurance allow users to automate network performance management in all of the following ways. Which is not true?

- A. Simplify management
- B. Gain network visibility
- C. Save time, solve problems
- D. Turn insights into

**Answer:** D

#### NEW QUESTION 3

Cisco is positioning itself to recognize greater value and superior differentiation and deliver better business outcomes for its customers. Which of the following statements is not true?

- A. They aim to price models in a more user-centric approach
- B. They aim to provide filexible approaches to service offerings
- C. They aim to provide more solution-based offerings
- D. They aim to adopt personalized offerings to their customers

**Answer:** D

#### NEW QUESTION 4

Cisco Catalyst 9000 is built for SD access. Which of the following are the features?

- A. Fixed access, future-proofed and mobility
- B. Convergence, fixed core and first in enterprise
- C. Future-proofed, industry's unmatched and first in enterprise
- D. Fixed access, industry's unmatched and first in enterprise

**Answer:** B

#### NEW QUESTION 5

Which of the following provides 360-degree contextual insights across users, devices, and applications using intent based networking?

- A. Cisco DNA
- B. Cisco Hosted Collaboration Solution
- C. Cisco Unified Computing System
- D. Cisco Meraki

**Answer:** A

#### NEW QUESTION 6

How do you define a business outcome?

- A. a process of estimating future sales
- B. a measurable result of an activity or process within the business
- C. a plan that positions a company's brand or product to gain a competitive advantage
- D. a strategy that sets out sales targets and tactics for the business

**Answer:** C

#### NEW QUESTION 7

Cisco IT increases security effectiveness with Cisco Advanced Malware Protection (AMP). Which of the following lists the 3 approaches for the AMP endpoints security solution?

- A. Prevent, detect, respond
- B. Prevent, react, respond
- C. Protect, detect, respond
- D. Predict, prevent, respond

**Answer:** A

#### NEW QUESTION 8

Which of the following describes the benefits of Cisco intelligent automation for cloud software?

- A. It defines the deployment and management requirements of an entire application stack.
- B. It automates sophisticated data center and standard business processes from a single, selfservice portal.
- C. It builds a robust security architecture while significantly reducing WAN costs and time to deploy new services.
- D. It includes Wireless LAN, Security/SD-WAN, Switching, Mobility Management, and Insignia

**Answer:** B

#### NEW QUESTION 9

Cisco was the first company to provide which product commercially?

- A. Remote access devices
- B. Fibre-optic networking
- C. Multiprotocol routers
- D. Wireless networking

**Answer:** C

#### NEW QUESTION 10

As a Cisco partner, you will get the support to differentiate your business and grow based on the unique value you offer. Which group shows the type of discounts available?

- A. Value Incentive Program, Teaming Incentive Program, Opportunity Incentive Program
- B. Migration Incentive Program, Opportunity Incentive Program, Teaming Incentive Program
- C. Partner Plus Program, Migration Incentive Program and Teaming Incentive Program
- D. Migration Incentive Program, Partner Plus Program and Teaming Incentive Program

**Answer:** B

#### NEW QUESTION 10

Cisco aims to reduce their environmental impact as part of their green vision. Which of the following is not one of the ways?

- A. Implemented over 100 energy efficiency and renewable energy projects in FY16
- B. Improving product power consumption from plug to port
- C. Used electricity generated from renewable sources for 77% of electricity demand in FY16
- D. Reduce greenhouse gas emissions by 80% by FY17

**Answer:** A

#### NEW QUESTION 11

How does Cisco's web security appliance protect the organization?

- A. file reputation during an attack
- B. daily scanning of web traffic for anomalies
- C. parallel AV scanning
- D. automated monitoring and analysis across the network

**Answer:** D

#### NEW QUESTION 12

Cisco has phones and desktop endpoints. Which of the following is an example?

- A. Cisco Webex Board
- B. Cisco IP Phone
- C. Cisco Jabber
- D. Cisco Telepresence 1X5000 series

**Answer:** B

#### NEW QUESTION 13

The Cisco Email Security Appliance is an email security gateway product. Which is not an email-borne threat?

- A. Spam
- B. Phishing attempts
- C. Malware
- D. Junk E-mail

**Answer:** A

#### NEW QUESTION 16

Cisco's certification and global partner network encourages and recognizes partners for their breadth of skills across certain technologies. Which of the following is not a Badge level?

- A. Gold

- B. Select
- C. Silver
- D. Premier

**Answer:** C

#### NEW QUESTION 17

Which of the following are the top three protecting capabilities of Cisco Data Center?

- A. segment, enforce, and detect
- B. enforce, segment, and access
- C. detect, authenticate, and replicate
- D. detect, replicate, and access

**Answer:** D

#### NEW QUESTION 20

Which of the following describes the NFV ENCS Virtualized branch?

- A. a cloud-delivered overlay WAN architecture that facilitates digital and cloud transformation for enterprises
- B. a hybrid platform that combines the benefits of a traditional router and a traditional server to offer the same functionality with a smaller infrastructure footprint
- C. a security application that mitigates vulnerabilities to offer branch and consumers protection where they need it most
- D. a network device that mathematically verifies the entire network for correctness

**Answer:** A

#### NEW QUESTION 24

A business capability consists of which of the following to enable the long-term strategy of the business?

- A. Security, enablement, experience
- B. Technology, expertise, process
- C. People, tools, experience
- D. People, process and technology

**Answer:** B

#### NEW QUESTION 29

Networks are more complex than ever and devices are proliferating by the minute. It's harder to see what's on the network, and it's harder to spot a threat. Cisco's Network Visibility and Enforcement solution combines which of the following?

- A. Cisco Stealthwatch Enterprise, the Cisco Identity Services Engine, and Cisco TrustSec technology
- B. Cisco Enforcement Enterprise, the Cisco Identity Services Engine, and Cisco TrustSec technology
- C. Cisco Stealthwatch Enterprise, the Cisco Identity Services Engine, and Cisco wireless technology
- D. Cisco Stealthwatch Enterprise, the Cisco Ideas Engine, and Cisco TrustSec technology

**Answer:** A

#### Explanation:

[https://www.cisco.com/c/en\\_ca/products/security/network-visibility-enforcement/index.html](https://www.cisco.com/c/en_ca/products/security/network-visibility-enforcement/index.html)

#### NEW QUESTION 30

In the Cisco DNA 8 framework, which is not a component of the enterprise controller?

- A. Automation
- B. Analytics
- C. Avoidance
- D. Assurance

**Answer:** C

#### Explanation:

<https://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise-networks/solution-overviewc22-738468.pdf>

#### NEW QUESTION 32

A business requirement is something that is needed by business stakeholders. Business achievements should achieve the following except for?

- A. Reflected in a business requirements document
- B. Provides the overall direction of the business
- C. Provide value to the business
- D. Describe what the business needs

**Answer:** A

#### Explanation:

[https://community.cisco.com/legacyfs/online/ccde\\_9781587144615\\_chapter1.pdf](https://community.cisco.com/legacyfs/online/ccde_9781587144615_chapter1.pdf)

#### NEW QUESTION 37

Cisco offers customer care solutions for contact centers. Which option is not correct?

- A. Cisco Remote Expert Mobile
- B. Cisco Inbound Option
- C. Cisco Unified call studio
- D. Cisco Outbound Option

**Answer:** C

#### NEW QUESTION 40

How is creating and capturing business value achieved by Cisco?

- A. determining the business priorities, business capabilities, and business solutions that enable the customer-defined outcomes
- B. strategizing with the sales team on how to empower their sales personnel in attaining business goals
- C. delving into the mam issues faced by customers and gelling feedback from previous work done
- D. measuring the efforts of every team in delivering on their promises

**Answer:** A

#### NEW QUESTION 43

What tool helps the Cisco Business Architect to gain and leverage their knowledge of the customer's business?

- A. Collaborative Business Model
- B. Solution Architecture Design Map
- C. Business Model Canvas
- D. Customer Requirement Map

**Answer:** C

#### NEW QUESTION 48

Which is a key benefit of Cisco UCS?

- A. hardware-centric design
- B. distributed infrastructure management
- C. unified network fabric
- D. integrated third-party applications

**Answer:** C

#### Explanation:

Which of the following is a key feature of Cisco Data Center?

- A. software-defined segmentation
- B. quick mitigation of threats that breach defences
- C. hyperconvergence for databases
- D. seamless multicloud mobility

#### NEW QUESTION 49

Which of the following could be considered a business outcome'?

- A. to nounsh people and the planet
- B. customer experience/innovation/fulfillment
- C. implements direct-to-customer experience by the end of FY 2021
- D. respect employees, customers, and suppliers

**Answer:** B

#### NEW QUESTION 54

how long is the average time to detection of a security threat for Cisco customer?

- A. 28 days
- B. 3 days
- C. 17 days
- D. 100 days

**Answer:** D

#### NEW QUESTION 56

Which of the following are features of the Cisco Firepower NGFW?

- A. threat focused
- B. fully integrated
- C. unified management
- D. cloud based

**Answer:** A

#### NEW QUESTION 59

In addressing the full attack continuum, what type of capabilities are required before an attack?

- A. Preventive and Response
- B. Preventive and Detective
- C. Predictive and Response
- D. Preventive and Predictive

**Answer:** A

#### NEW QUESTION 60

Which program requires partners to offer at least two cloud or managed services based on Cisco technology?

- A. Cisco CMSP Advanced
- B. Cisco Specializations
- C. Cisco Solution Partner Program
- D. Cisco CMSP Express

**Answer:** A

#### NEW QUESTION 64

Which of the following are included in Cisco's current networking product lines?

- A. switches, routers, application delivery controllers, LAN, and WAN
- B. switches, routers, and application delivery controllers
- C. application delivery controllers, LAN, and WAN
- D. switches, routers, LAN, and WAN

**Answer:** D

#### NEW QUESTION 65

Which phase of Cisco's Sales Cycle involves the presentation of the business case to relevant stakeholders?

- A. Design and Distribute
- B. Customer Commitment
- C. Analyze and Design
- D. Research and Analyze

**Answer:** C

#### NEW QUESTION 66

What is Cisco Unified Fabric?

- A. the latest technology that is used to power Cisco routers
- B. the fabric that connects people, technology and business
- C. a primary building block for cloud-based, virtualized, and general purpose data centers
- D. a software based solution for data centers

**Answer:** D

#### NEW QUESTION 70

Which phrase best describes Unified Communications?

- A. voice and video collaboration services accessed from a unified endpoint
- B. mobile endpoint applications that unify voice, video, and presence services to streamline communications and enhance productivity and collaboration
- C. integrated voice, video, mobility, and presence services across endpoints, devices, and applications
- D. video conferencing accessible across endpoints, devices, and applications within an organization

**Answer:** A

#### NEW QUESTION 71

What is one benefit of the Cisco SD-WAN solution?

- A. continuous monitoring of the entire network environment in order to detect abnormal wireless activity
- B. establishing transport-independent WAN for lower cost and higher diversity
- C. supporting agile software development and deployment processes through a single point of management
- D. providing guest networks for customers, system integrators, and vendors
- E. a service solution that offer business messaging, calling, and persistent meeting spaces
- F. a filexible and scalable platform for videoconferencing rooms :
- G. a mobile endpoint solution designed to connect learns at any time, in any place
- H. an all-in-one desktop collaboration device with an intuitive touchscreen

**Answer:** A

#### NEW QUESTION 76

Which of the following is not a factor that drives the target state of the business al a customer organization'?

- A. mission
- B. vision
- C. values
- D. client engagement

**Answer:** C

#### NEW QUESTION 81

What are the four BOST Enterprise Architecture Framework views?

- A. Busines
- B. Operations, Security, and Tactics
- C. Busines
- D. Operations, Security, and Technology
- E. Business, Operations, Systems, and Technology
- F. Business, Operations, Sales, and Talent

**Answer:** A

#### NEW QUESTION 84

What types of collaboration endpoints are offered by Cisco?

- A. phone, mobile, and virtual
- B. phone, desktop, room, and mobile
- C. desktop, room, and virtual
- D. phone, desktop, room, mobile, and virtualWhich group represents the Cisco partnership levels?
- E. Bronze, Silver, Gold, Select, Multinational
- F. Select, Premier, Gold, Multinational, Global Gold
- G. Affiliate, Associate, Preferred, Select, Global
- H. Bronze, Silver, Gold, Platinum, Global

**Answer:** D

#### NEW QUESTION 87

Which component in DNA Center achieves automation?

- A. Tetration
- B. Network Control Platform
- C. Network Data Platform
- D. Identity Services Engine

**Answer:** B

#### NEW QUESTION 88

Which type of business requirements define the required parameter for a solution?

- A. technical requirements
- B. transitional requirements
- C. functional requirements
- D. general business requirements

**Answer:** B

#### NEW QUESTION 93

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