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700-150

Introduction to Cisco Sales

Version 1.0

Exam A

QUESTION 1

With Cisco ONE, what happens when a customer refreshes hardware?

A. The customer must purchase entirely new software licenses.
B. The customer can refresh or go to the next tier of hardware and port or upgrade software at no additional charge.
C. The customer can refresh hardware in the same tier and port software at no charge but must purchase new licenses for the next tier of hardware.
D. The customer can refresh hardware in the same tier and port software at no charge, or go to the next tier hardware and just pay the difference for their software.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 2 What approach does Cisco take to provide pervasive and comprehensive security for
our customers?

A. Digital Forensic Model
B. Cisco ONE Security Model
C. Threat-Centric Security ModelD. Insight-Led Security Analytics.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 3 Which of the following are included on the Offering Pattern
Reference Model?

A. pricing schedules, service agreements, routes to market, and opportunity paradigms
B. offerings, pricing schedules, service agreements, and routes to market
C. offerings, routes to market, pricing schedules, and service agreements
D. offerings, markets, pricing methods, location, and routes to market

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 4 Which Cisco cloud-managed solution allows customers to unify management in a secure, browser-
based dashboard?

A. Cisco Intersight
B. Cisco Meraki
C. Cisco UCS
D. Cisco Hyperflex

Correct Answer: B
Section: (none)

Explanation
Explanation/Reference:

QUESTION 5
Which Cisco mobile end point application provides instant messaging, voice and video calls, voice messaging, desktop sharing, conferencing, and presence?

A. Cisco Jabber
B. Cisco TelePresence MX
C. Cisco Webex Teams
D. Cisco Expressway

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 6 What is Cisco
Unified Fabric?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 7 What are the top three protecting capabilities of Cisco
Data Center?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 8 What are the four BOST Enterprise Architecture
Framework views?

A. Business, Operations, Security, and Technology
B. Business, Operations, Security, and Tactics
C. Business, Operations, Systems, and Technology
D. Business, Operations, Sales, and Talent

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9 Which phrase describes the NFV ENCS
Virtualized branch?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10 What is Cisco's approach to business
outcome sales?

A. Cisco's approach focuses on differentiating itself as a market leader in security solutions from a profits centric perspective.
B. Cisco's approach focuses on developing a business-focused view of the customer enterprise looking at needs and business outcomes from a customer-centric perspective.
C. Cisco's approach focuses on increasing revenue and reducing costs from a customer-centric perspective.
D. Cisco's approach focuses on enabling its sales team with the necessary tools and products to increase its market share.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 11 What types of collaboration endpoints are
offered by Cisco?

A. phone, desktop, room, mobile, and virtual
B. desktop, room, and virtual
C. phone, mobile, and virtual
D. phone, desktop, room, and mobile

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 12 Which of these is one-step Cisco is aiming to take to reduce the company's environmental impact by
the year 2022?

A. Cisco is aiming to reduce greenhouse gas emissions by 15 percent from its global operations.
B. Cisco is aiming to run at least 35 percent of its global operations exclusively on solar power.
C. Cisco is aiming to use electricity generated from renewable sources for at least 85 percent of the company's global electricity needs.

D. Cisco is improving product power consumption and aiming to increase system efficiency to 99 percent.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 13
What three key engines power Cisco DNA Center?

A. Identity Service Engine, Network Control Platform, and Network Data Platform
B. Identity Encryption Engine, Network Automation Platform, Network Data Platform
C. Network Control Platform, Network Automation Platform, Network Encryption Platform
D. Identity Service Engine, Network Automation Platform, Encrypted Traffic Analytics

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14 Which of the following could be considered a
business outcome?

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15 Which of the following is not a factor that drives the target of the business at a
customer organization?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 16 Which is the management component in Cisco's intent based
networking solution?

A. UCS Director

B. DNA Center

C. UCS Central D. CloudCenter

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 17
Which hybrid and public cloud solution services help customers design, plan, accelerate, and de-risk multi-cloud migration?

A. Cloud Connect
B. Cloud Consume
C. Cloud Protect
D. Cloud Advisory

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 18 Which of the following could be defined as a long-term plan that enables the business to work toward achieving its vision by considering business operations, value proposition, customers, and finance?

A. Mission
B. Objectives
C. Strategy
D. Goals

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19
Which of the Cisco's channel routes to market uses automated campaigns driven by customer data to optimize seller efficiency and productivity?

A. Field Sales
B. Digital Touch
C. Virtual Sales
D. Partners

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 20
What is the negative impact of digitization on businesses?

A. Putting demands on the network
B. Increasing the security of data
C. Moving applications away from the web
D. Making all experiences seem new

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21 Which group represents the Cisco
partnership levels?

A. Affiliate, Associate, Preferred, Select, Global
B. Bronze, Silver, Gold, Select, Multinational
C. Bronze, Silver, Gold, Platinum, Global
D. Select, Premier, Gold, Multinational, Global Gold

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 22 Which phrase describes the benefits of the Cisco UCS
product range?

A. increased productivity, reduced total cost of ownership, and scalability to the data center
B. cloud-based security allowing customers to set up and configure an entire virtual data center in minutes
C. cloud based security solution allowing customers to be protected on any device at any location
D. communication on an all-in-one platform designed to fit the way customers work

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23 How is creating and capturing business value
achieved by Cisco?

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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 24
Which of the following are included in Cisco's Collaboration Portfolio?

A. Unified Communications, Unified Management, Customer Care, and Conferencing
B. Unified Management, Unified Communications, Conferencing, and Collaboration Endpoints
C. Unified Management, Customer Care, Conferencing, and Collaboration Endpoints
D. Unified Communications, Customer Care, Conferencing, and Collaboration Endpoints

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 25
Which Cisco network administration product enables the creation and enforcement of security and access policies for a company's connected endpoint devices?

A. Cisco Stealthwatch Enterprise
B. Cisco TrustSec
C. Cisco Platform Exchange Grid
D. Cisco Identity Services Engine

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 26 In addressing the full attack continuum, what type of capabilities are required
before an attack?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 27 Which services make up the Cisco Unified Wireless Network's Mobility
Services Framework?

A. Guest Access, Security, Data, and Location
B. Guest Access, Security, Location, and Voice
C. Guest Access, Security, Data, and Voice
D. Guest Access, Data, Location, and Voice

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 28 Which of the following describes the benefits of Cisco Intelligent Automation for
Cloud software?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29 Which phrase best describes Cisco's
software strategy?

A. implement a build-and-fix software development model
B. identify and communicate risks
C. promote collaboration among in teams and organizational levels
D. use software and software-defined solutions to help customers realize more value from their IT investments across their organizations

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 30 Which phrase of Cisco's Sales Cycle involves the presentation of the business case to
relevant stakeholders?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31 Which of the following is not a feature of Cisco
ONE software?

A. Access to innovation, upgrades and new capabilities
B. License portability and flexibility
C. Simple set of solutions in networks and cloud
D. Software license tied to hardware

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 32
Which of the following provides 360-degree contextual insights across users, devices, and applications using intent-based networking?

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 33 Which of the following are features of the Cisco
Firepower NGFW?

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

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 34
Which Cisco technology uses software-defined segmentation to simplify the provisioning of network access, accelerate security operations, and consistently enforce policy on the network?

A. Cisco TrustSec
B. Cisco Stealthwatch Engine
C. Cisco Platform Exchange Grid
D. Cisco Talos

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 35 How is a business
outcome defined?

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

Correct Answer: D

Section: (none)
Explanation

Explanation/Reference:

QUESTION 36
Which component in DNA Center achieves automation?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 37 Which program requires partners to offer at least two cloud or managed services based on
Cisco technology?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 38 Which is a key benefit
of Cisco UCS?

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

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39 During which phases of protection would Cisco's Next Generation
Firewalls be deployed?

A. during an attack
B. during and after an attack
C. before an attack

D. after an attack
Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40 What is one benefit of the Cisco SD-
WAN solution?

A. providing guest networks for customers, system integrators, and vendors
B. supporting agile software development and deployment processes through a single point of management
C. establishing transport -independent WAN for lower cost and higher diversity
D. continuous monitoring of the entire network environment in order to detect an abnormal wireless activity

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 41 Which type of business requirements define the required parameter
for a solution?

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 42 Which product was first provided
commercially by Cisco?

A. fiber-optic networking
B. multiprotocol routers
C. remote access devices
D. wireless networking

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 43 Which Cisco endpoint is ideal for occasional-use, specialty settings
such as cafeterias?

A. Cisco IP Phone 7800 Series

B. Cisco Unified IP Phone 6900 Series
C. Cisco Unified SIP Phone 3900 Series
D. Cisco DX80

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 44
What key aspect of digitization allows the deployment of new services without lengthy and costly investments in server or networking infrastructure?

A. enterprise network architecture
B. cloud computing
C. streaming services
D. data science

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 45 Which phrase best describes Unified
Communications?

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

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 46 Which of the following are included in Cisco's portfolio of converged
infrastructure solutions?

A. Hyperflex, FlexPod, FlashStack, and VxBlock
B. Hyperflex, Talos, VxBlock, and VersaStack
C. VersaStack, VxBlock, FlexStack, and FlexPod
D. FlexStack, VersaStack, HyperFlex, and VxBlock

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 47 Which collaboration product can count meeting participants and provide analytics for usage and resource planning?

A. Cisco TelePresence IX5000 Series
B. Cisco Webex Board
C. Cisco Webex Room Series
D. Cisco MX Series

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 48 Which is a unique capability of Meraki MX?

A. API-based management
B. Java-API console management
C. carrier grade security for data centers
D. single pane of glass management for full stack branch infrastructure

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 49 How long is the average "time to detection" of a security threat for Cisco's customers?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 50 Which term describes the capability to correlate security information and apply intelligence in order to understand context?

A. breadth
B. depth
C. sophistication
D. integration

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 51
Which of the following is a key feature of Cisco Data center?
A. hyperconvergence for databases
B. seamless multicloud mobility
C. quick mitigation of threats that breach defences
D. software-defined segmentation

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 52 What is the Cisco
TelePresence IX5200?

A. a flexible video-conferencing solution designed for small huddle spaces
B. an intelligent dual-camera speaker tracking solution with two LED screens
C. a state-of-the-art triple screen featuring a dual row of seats for up to 18 people
D. an advanced all-in-one desktop collaboration solution featuring high-definition video

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 53 Which networks benefit from the consistent enforcement policies enabled by Cisco's
approach to security?

A. physical and cloud networks only
B. physical, virtual, remote, and cloud networks
C. physical networks only
D. physical, virtual, and cloud networks only

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 54 Which phrase best describes the
Cisco DX series?

A. all-in-one desktop collaboration device with an intuitive touchscreen
B. a service solution that offers business messaging, calling, and persistent meeting spaces
C. a mobile endpoint solution designed to connect teams at any time, in any place
D. a flexible and scalable platform for video-conferencing rooms

Correct Answer: A

Section: (none)
Explanation

Explanation/Reference:
QUESTION 55 Which feature of WebEx Teams allows customers to
collaborate on sketches?

A. bots
B. whiteboarding
C. messaging
D. integrations

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 56 What is one way that Cisco provides business
value to customers?

A. It increases the value of software by making the software portable across hardware.
B. It provides better solution suites by focusing exclusively on WAN.
C. It allows each department to manage IT separately by creating multiple portals for license management.
D. It allows IT to consume software only as CAPEX.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 57 Which solution offers complete collaboration for midsize businesses up to
1000 employees?

A. Cisco BE6k
B. Cisco Jabber
C. Cisco BE7k
D. Cisco UC1k

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 58 Which statement about Cisco Unified
Fabric is true?

A. Cisco Unified Fabric can only be used in LAN environments.
B. Organizations must be in the cloud in order to benefit from Cisco Unified Fabric.
C. Cisco Unified Fabric enables industry-leading, multidimensional scalability.
D. Organizations can trust in the innovative focus of Cisco Unified Fabric, allowing IT teams to focus on maintaining technology.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
QUESTION 59 Which of the following are included in Cisco's current networking product lines?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 60 What tool helps the Cisco Business Architect to gain and leverage their knowledge of the customer's business?

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference: