

## Exam Questions 700-150

Introduction to Cisco Sales

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#### NEW QUESTION 1

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:** D

#### Explanation:

<https://www.ironshare.co.uk/technical/ciscos-attack-continuum/>

#### NEW QUESTION 2

Security attacks are stealthier than ever. Pervasive protection is needed. When should it be implemented?

- A. All of the above
- B. After the attack
- C. During the attack
- D. Before the attack

**Answer:** A

#### NEW QUESTION 3

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 4

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

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

**Answer:** D

#### NEW QUESTION 5

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 main issues faced by customers and getting feedback from previous work done
- D. measuring the efforts of every team in delivering on their promises

**Answer:** A

#### NEW QUESTION 6

Cisco aims to transform IT operations with complete hyperconvergence. Which of the following is not a benefit?

- A. Data acquisition
- B. Always on-storage efficiency
- C. Predictable performance
- D. Independent scaling

**Answer:** A

#### NEW QUESTION 7

What is Cisco's approach to business outcome sales?

- A. Cisco's approach focuses on increasing revenue and reducing costs from a customer-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 differentiating itself as a market leader in security solutions from a profit-centric perspective
- D. Cisco's approach focuses on enabling its sales team with the necessary tools and products to increase its market share

Answer: B

#### NEW QUESTION 8

Cisco HyperFlex delivers complete hyperconvergence. Which of the following is not a feature of this solution?

- A. Portable database applications
- B. Flash-optimized system
- C. Flexible scaling
- D. High data availability

Answer: A

#### NEW QUESTION 9

Cisco has a five-phased cloud plan. Which of the following is not one of the phases?

- A. Cloud Native Stacks
- B. Containers and Analytics
- C. Multi-cloud management
- D. Application renewal

Answer: D

#### NEW QUESTION 10

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

Answer: D

#### NEW QUESTION 10

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. data science
- C. streaming services
- D. cloud computing

Answer: D

#### NEW QUESTION 14

What is Cisco's approach to business outcome sales?

- A. It focuses on developing a business-focused view of the customer enterprise and places their needs and business outcomes from a customer-centric perspective.
- B. It focuses on increasing revenue and reducing costs from a customer-centric perspective.
- C. It focuses on enabling their sales team with the necessary tools and products to increase their market share.
- D. It focuses on differentiating themselves as a market leader in security solutions from a profits centric perspective.

Answer: A

#### NEW QUESTION 19

A variety of factors drive the target state of the business. Which of the following is not a factor?

- A. Values
- B. Mission
- C. Vision
- D. Client engagement

Answer: D

#### NEW QUESTION 23

The Cisco Data Center captures the intent of users and applications. Which is not a benefit?

- A. Enhance IT operations
- B. Seamless multicloud mobility
- C. Enhanced application performance
- D. Pervasive security

Answer: A

#### Explanation:

<https://cdw-prod.adobe.com/content/dam/cdw/on-domain-cdw/brands/cisco/intent-based-data-center.pdf>

**NEW QUESTION 28**

What three key engines power Cisco DNA Center?

- A. Identity Service Engine, Network Automation Platform, Encrypted Traffic Analytics
- 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 Control Platform, and Network Data Platform

**Answer:** B

**NEW QUESTION 29**

The Cisco DX Series is ideal for everyone who collaborates. Which is a feature of this product?

- A. Intuitive touchscreen
- B. Accessible from any browsers
- C. Dual screen options
- D. Real-time private and group chat

**Answer:** A

**NEW QUESTION 30**

Cisco's goal is to share methodology, tools and prescriptive guidance to help their partners build their own customer success practice. What are some of the partner resources?

- A. Launch hub, services hub, Cisco ready, marketing velocity
- B. Launch hub, services hub and marketing velocity
- C. Cisco ready, launch hub and services hub
- D. Launch hub and services hub

**Answer:** A

**Explanation:**

<https://blogs.cisco.com/partner/more-profit-less-time-better-results>

**NEW QUESTION 33**

Cisco Intelligent Automation for Cloud software delivers the critical foundational layer for holistically deploying and managing cloud-based services. This software solution improves agility, flexibility, and speed with all but one of the following:

- A. Physical resources
- B. An orchestration engine
- C. Self-service portal
- D. Advanced cloud management capabilities

**Answer:** A

**NEW QUESTION 35**

Cisco collaboration edge architecture helps improve the end user experience while offering security, ease of deployment and open-standards interoperability. Which of the following is not a gateway product?

- A. Cisco Expressway series
- B. Cisco Unified Border Element
- C. Cisco Unified Communication Manager
- D. Cisco TDM Gateways

**Answer:** B

**NEW QUESTION 37**

Which is a feature of the Cisco DX Series?

- A. accessible from any browser
- B. dual screen options
- C. intuitive touchscreen
- D. real-time private and group chat

**Answer:** C

**Explanation:**

<https://www.cisco.com/c/en/us/products/collaboration-endpoints/desktop-collaboration-experience-dx600-series>

**NEW QUESTION 42**

What are the four BOST Enterprise Architecture Framework views?

- A. Business
- B. Operations, Security, and Tactics
- C. Business

- D. Operations, Security, and Technology
- E. Business, Operations, Systems, and Technology
- F. Business, Operations, Sales, and Talent

**Answer:** C

#### NEW QUESTION 43

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

- A. to nourish 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:** C

#### NEW QUESTION 46

In terms of infrastructure, the DNA centre is powered by 3 key engines. Which is the correct group?

- A. Context, Automation, Networking
- B. Policy, Context, Analytics
- C. Policy, Automation, Analytics
- D. Encryption, Context, Analytics

**Answer:** C

#### Explanation:

<https://www.cisco.com/c/en/us/products/collateral/cloud-systems-management/dna-center/nb-09-dna-center-data>

#### NEW QUESTION 47

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

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

**Answer:** C

#### NEW QUESTION 49

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:** B

#### NEW QUESTION 53

What is the negative impact of digitization on businesses?

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

**Answer:** B

#### NEW QUESTION 57

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 61

In terms of SMART Business outcomes, what does the "S" stands for?

- A. Strategic
- B. Short
- C. Structured
- D. Specific

**Answer:** D

#### NEW QUESTION 65

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 68

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

**Answer:** B

#### NEW QUESTION 70

The Cisco enterprise routing portfolio delivers an uncompromised experience across which 4 areas?

- A. Cloud, Branch, WAN and Firewalls
- B. Cloud, LAN, WAN and Data Centre
- C. Branch, Cloud, Data Centre and WAN
- D. Data Centre, Cloud, Branch and LAN

**Answer:** C

#### Explanation:

<https://www.cisco.com/c/dam/en/us/products/collateral/routers/4000-series-integrated-services-routers-isr/enterp>

#### NEW QUESTION 75

In terms of Cisco's business outcome sales roles, there are many variations in the teams that engage with customers. Which of the following is not one of these teams?

- A. Services team
- B. Account team
- C. Team leadership
- D. Marketing team

**Answer:** D

#### NEW QUESTION 76

What is a key benefit of Cisco's hybrid services for collaboration?

- A. Customers can utilize conferencing solutions with Cisco Webex while retaining control of their collaboration services.
- B. Cisco manages all collaboration services so a customer's IT resources can focus on strategic priorities.
- C. Customers can choose multiple types of collaboration endpoints.
- D. Customers gain the benefit of Cisco Hosted Collaboration Solution services while retaining ownership and control of their collaboration services.

**Answer:** B

#### NEW QUESTION 81

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

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

**Answer:** C

#### NEW QUESTION 82

Cisco has long been the world's dominant supplier of computer networking products, systems and services. Which of the following is not included in Cisco's current product lines?

- A. LAN
- B. Routers
- C. Application Delivery Controllers
- D. Switches
- E. WAN

**Answer:** C

**Explanation:**

[https://en.wikipedia.org/wiki/Application\\_delivery\\_controller](https://en.wikipedia.org/wiki/Application_delivery_controller)

**NEW QUESTION 85**

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 Model
- D. Insight-Led Security Analytics

**Answer:** C

**NEW QUESTION 86**

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

- A. Unified Communications, Customer Care, Conferencing, and Collaboration Endpoints
- B. Unified Communications, Unified Management, Customer Care, and Conferencing
- C. Unified Management, Customer Car
- D. Conferencing, and Collaboration Endpoints
- E. Unified Management, Unified Communication
- F. Conferencing, and Collaboration Endpoints

**Answer:** A

**NEW QUESTION 88**

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 90**

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:** D

**NEW QUESTION 92**

What is the Cisco TelePresence IX5200?

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

**Answer:** D

**NEW QUESTION 95**

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 97**

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

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

**Answer:** B

#### NEW QUESTION 100

In covering the full attack continuum, which are the proposed solutions after an attack?

- A. Networks access control and identity services
- B. E-mail and web security solutions
- C. Firewalls and next generation firewalls
- D. Advanced malware protection and network behavior analysis

**Answer:** D

#### NEW QUESTION 101

One of the conferencing solutions for recording and streaming simplifies the process of capturing and sharing many types of content throughout your organization. Name the product.

- A. Cisco TelePresence Content Server
- B. Cisco TelePresence Exchange System
- C. Cisco TelePresence Server
- D. Cisco TelePresence Recording Server

**Answer:** A

#### NEW QUESTION 103

Cisco converged infrastructure simplifies and speeds up infrastructure deployment with integrated and hyperconverged systems. Which of the following is not one of the solutions?

- A. FlashStack
- B. Hyperflex systems
- C. VirtualStack
- D. FlexPod

**Answer:** C

#### NEW QUESTION 106

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

#### NEW QUESTION 108

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

- A. VersaStack.VxBlock.FlexStack.andFlexPod
- B. FlashStack.VersaStack.HyperFlex.andVxBlock
- C. HyperFlex.FlexPod.FlexStack.and VxBlock
- D. HyperFlex.Talos.VxBlock.andVersaStack

**Answer:** B

#### NEW QUESTION 113

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, self-service 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 Insight.

**Answer:** B

#### NEW QUESTION 118

Customers are investing in uncompromised security of which 3 areas?

- A. WAN, Cloud, Mobility
- B. Cloud, Mobility and LAN
- C. DC, Access and WAN

D. WAN, LAN, Cloud

**Answer:** A

**Explanation:**

<https://www.cisco.com/c/dam/en/us/products/collateral/software/one-software/one-overview-deck.pdf>

**NEW QUESTION 123**

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 virtual

**Answer:** D

**NEW QUESTION 124**

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

- A. communication on an all-in-one platform designed to fit the way customers work
- B. cloud-based service 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. increased productivity, reduced total cost of ownership, and scalability to the data center

**Answer:** D

**NEW QUESTION 125**

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

- A. 48 hours
- B. 4 hours
- C. 3 days
- D. 17 hours

**Answer:** D

**NEW QUESTION 126**

In terms of technical focus ("business alignment"), which is not a phase in this approach?

- A. Discover
- B. Propose
- C. Design
- D. Purchase

**Answer:** D

**NEW QUESTION 127**

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-overview-c22-738468.pdf>

**NEW QUESTION 130**

Which group represents the Cisco partnership levels?

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

**Answer:** B

**NEW QUESTION 132**

Cisco UC platform consists of which 3 featured products?

- A. Business Edition 6000, Unified Manager, HD Video
- B. Cisco Webex Teams, Business Edition 6000, HD Video

- C. Cisco Webex Teams, Unified Communications Manager
- D. Cisco Webex Teams, Business Edition 6000, Unified Communications Manager

**Answer:** D

**NEW QUESTION 133**

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

- A. Cisco DX80
- B. Cisco IP Phone 7800 Series
- C. Cisco Unified IP Phone 6900 Series
- D. Cisco Unified SIP Phone 3900 Series

**Answer:** D

**Explanation:**

[https://www.cisco.com/c/dam/en/us/products/collateral/collaboration-endpoints/unified-ip-phone-7940g/prod\\_br](https://www.cisco.com/c/dam/en/us/products/collateral/collaboration-endpoints/unified-ip-phone-7940g/prod_br)

**NEW QUESTION 138**

The Cisco Cloudlock protects your cloud users, data and apps. Which of the following is not under the coverage of Cloudlock?

- A. Facebook
- B. Salesforce.com
- C. Box
- D. Slack

**Answer:** A

**NEW QUESTION 142**

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