

# Cisco

## Exam Questions 700-150

Introduction to Cisco Sales



#### NEW QUESTION 1

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

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

**Answer:** A

#### NEW QUESTION 2

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

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

**Answer:** B

#### NEW QUESTION 3

How is creating and capturing business value achieved by Cisco?

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

**Answer:** D

#### NEW QUESTION 4

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

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

**Answer:** D

#### NEW QUESTION 5

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

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

**Answer:** D

#### NEW QUESTION 6

Which is a key benefit of Cisco UCS?

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

**Answer:** B

**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 7

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. Objectives
- B. Mission
- C. Goals

D. Strategy

**Answer: B**

**NEW QUESTION 8**

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

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

**Answer: B**

**NEW QUESTION 9**

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

- A. DNA Center
- B. CloudCenter
- C. UCS Central
- D. UCS Director

**Answer: B**

**NEW QUESTION 10**

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

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

**Answer: D**

**NEW QUESTION 10**

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

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

**Answer: B**

**NEW QUESTION 13**

What three key engines power Cisco DNA Center?

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

**Answer: A**

**NEW QUESTION 18**

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

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

**Answer: D**

**NEW QUESTION 19**

What is Cisco Unified Fabric?

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

**Answer: A**

**NEW QUESTION 23**

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. mobile endpoint applications that unify voice, video, and presence services to streamline communications and enhance productivity and collaboration
- D. voice and video collaboration services accessed from a unified endpoint

**Answer: D**

**NEW QUESTION 24**

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 solution allowing customers to be protected on any device at any location
- C. cloud-based service allowing customers to set up and configure an entire virtual data center in minutes
- D. communication on an all-in-one platform designed to fit the way customers work

**Answer: B**

**NEW QUESTION 29**

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 Platform Exchange Grid
- B. Cisco Stealthwatch Engine
- C. Cisco Tatos
- D. Cisco TrustSec

**Answer: A**

**NEW QUESTION 31**

Which phrase best describes Cisco's software strategy'?

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

**Answer: A**

**NEW QUESTION 35**

What is Cisco's approach to business outcome sales?

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

**Answer: C**

**NEW QUESTION 38**

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

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

**Answer: A**

**NEW QUESTION 41**

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

- A. Cisco Expressway
- B. Cisco TetePresence MX
- C. Cisco Webex Teams
- D. Cisco Jabber

**Answer: D**

**NEW QUESTION 42**

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

**Answer: C**

**NEW QUESTION 43**

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

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

**Answer: B**

**NEW QUESTION 44**

What is the negative impact of digitization on businesses?

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

**Answer: C**

**NEW QUESTION 46**

What are the four BOST Enterprise Architecture Framework views?

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

**Answer: E**

**NEW QUESTION 49**

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

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

**Answer: D**

**NEW QUESTION 51**

What types of collaboration endpoints are offered by Cisco?

- A. Bronze, Silver, Gold, Platinum, Global
- B. Affiliate, Associate, Preferred, Select, Global
- C. Select, Premier, Gold, Multinational, Global Gold
- D. Bronze, Silver, Gold, Select, Multinational
- E. phone, desktop, room, mobile, and virtual
- F. desktop, room, and virtual
- G. phone, desktop, room, and mobile
- H. phone, mobile, and virtual

**Answer: E**

**NEW QUESTION 55**

Which component in DNA Center achieves automation?

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

**Answer: C**

**NEW QUESTION 56**

Which Cisco cloud-managed solution allows customers to unify management in a secure, browserbased dashboard?

- A. Cisco Meraki
- B. Cisco Hyperfilex
- C. Cisco Intersight
- D. Cisco UCS

**Answer:** D

#### NEW QUESTION 60

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 improving product power consumption and aiming to increase system efficiency to 99 percent
- 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 aiming to run at least 35 percent of its global operations exclusively on solar power.

**Answer:** A

#### NEW QUESTION 62

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

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

**Answer:** A

#### NEW QUESTION 66

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

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

**Answer:** A

**Explanation:** [https://www.cisco.com/c/dam/m/en\\_emeas/events/2016/emeardcpc2016/pdfs/day\\_3/Cisco\\_s\\_Cloud\\_Strategy-Dowdy\\_Ulander.pdf](https://www.cisco.com/c/dam/m/en_emeas/events/2016/emeardcpc2016/pdfs/day_3/Cisco_s_Cloud_Strategy-Dowdy_Ulander.pdf)

#### NEW QUESTION 69

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

**Answer:** D

**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 72

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

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

**Answer:** D

**Explanation:** <https://cdw-prod.adobecqms.net/content/dam/cdw/on-domain-cdw/brands/cisco/intent-baseddata-center.pdf>

#### NEW QUESTION 76

Cisco Identity Services Engine (ISE) is a network administration product that enables the creation and enforcement of security and access policies for endpoint devices connected to a company's routers and switches. Which of the following is not a benefit?

- A. Stop and contain threats
- B. See and share rich user and device details
- C. Destroy malware

D. Control all access from one place

**Answer: B**

**NEW QUESTION 77**

Cisco TrustSec software-defined segmentation is simpler to enable than VLAN-based segmentation. Which of the following is not a feature of TrustSec?

- A. Reduce risks
- B. Lower operational expenses
- C. Apply policies across the network
- D. Diversified compliance

**Answer: D**

**NEW QUESTION 79**

What does Cisco call the intelligent, closed-loop, and self-optimizing system built on Cisco DNA?

- A. The Network Intuitive
- B. The Encryption Initiative
- C. The Automated Network
- D. The Assured Network

**Answer: C**

**NEW QUESTION 84**

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. FlexPod
- B. VirtualStack
- C. Hyperfilex systems
- D. FlashStack

**Answer: B**

**NEW QUESTION 88**

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

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

**Answer: A**

**NEW QUESTION 93**

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

**Answer: A**

**NEW QUESTION 96**

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

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

**Answer: C**

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

**Answer:** D

**NEW QUESTION 105**

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

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

**Answer:** C

**NEW QUESTION 106**

How do you define a business outcome?

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

**Answer:** B

**NEW QUESTION 109**

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

**Answer:** D

**NEW QUESTION 114**

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

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

**Answer:** D

**NEW QUESTION 119**

Customer relationship takes into consideration the conceptual nature of person as compared to their detailed nature. What does conceptual nature means?

- A. The conceptual nature of a person is about their attitude and their intrinsic and extrinsic motivations.
- B. The conceptual nature of a person is about their personality and their intrinsic and extrinsic motivations.
- C. The conceptual nature of a person is about their work experience and their intrinsic and extrinsic motivations.
- D. The conceptual nature of a person is about their knowledge and their intrinsic and extrinsic motivations.

**Answer:** B

**NEW QUESTION 123**

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

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

**Answer:** D

**NEW QUESTION 125**

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 Insign
- 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, selfservice portal.
- D. It defines the deployment and management requirements of an entire application stack.

**Answer:** C

**NEW QUESTION 126**

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

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

**Answer: B**

**NEW QUESTION 129**

Cisco Unified Data Center offers some benefits to customers. Which is not a benefit?

- A. State of the art infrastructure
- B. Deliver more value, faster to all lines of business
- C. Sophisticated capabilities made simple
- D. Gain control over increasing complexity

**Answer: C**

**NEW QUESTION 134**

What is Cisco's approach to business outcome sales?

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

**Answer: C**

**NEW QUESTION 139**

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

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

**Answer: D**

**NEW QUESTION 142**

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

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

**Answer: A**

**NEW QUESTION 146**

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

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

**Answer: B**

**NEW QUESTION 149**

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

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

**Answer: A**

**NEW QUESTION 152**

Which of the following describes the NFV ENCS Virtualized branch?

- A. a network device that mathematically verifies the entire network for correctness
- B. a security application that mitigates vulnerabilities to offer branch and consumers protection where they need it most

- 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 footprint
- D. a cloud-delivered overlay WAN architecture that facilitates digital and cloud transformation for enterprises

**Answer:** D

**NEW QUESTION 153**

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

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

**Answer:** D

**NEW QUESTION 158**

Customers are investing in uncompromised security of which 3 areas?

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

**Answer:** D

**Explanation:** <https://www.cisco.com/c/dam/en/us/products/collateral/software/one-software/one-overviewdeck.pdf>

**NEW QUESTION 160**

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

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

**Answer:** D

**NEW QUESTION 164**

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