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VERSION 5

Global Best Practice

AI NATIVE

For all organizations and people aiming to create value with digital products and services!

Sample Paper 1

Questions

PeopleCert

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Instructions

1. You should attempt all 40 multiple choice questions (MCQ).
   Each question is worth one mark.
2. There is only one correct answer per question.
3. You need to answer at least 26 questions correctly to pass the exam.
4. Mark your answers on the answer sheet provided (if paper-based).
5. You have 60 minutes to complete this exam.
6. This is a '**closed book**' exam. No material other than the exam paper is allowed.

1. Which concept is illustrated when an employee is granted permission to the company's new file-sharing platform for daily use?

   A. Warranty
   B. Goods
   C. Utility
   D. Access to resources

2. An IT support engineer assisting a user in configuring their laptop is an example of which concept?

   A. Transfer of goods
   B. Service actions
   C. Sustainability
   D. Access to resources

3. What influences whether a service is perceived as valuable by a consumer?

   A. The service provider's ability to minimize their operational costs
   B. The number of providers delivering the service to the consumer
   C. The extent to which the positive effects of the service outweigh the negative ones
   D. The amount of money the service provider invests in resources

4. Which of the following is **TRUE** regarding services and desired outcomes?

   A. Services guarantee that all intended outcomes will be achieved
   B. Services completely eliminate risks associated with achieving outcomes
   C. Services always result in positive effects without exceptions
   D. Services may have unintended and surprising outcomes, both positive and negative

5. A service provider commits to using recyclable components, reducing carbon emissions, and maintaining transparent supply chains.

   Which concept does this commitment represent?

   A. Utility
   B. Warranty
   C. User experience
   D. Sustainability

6. Which dimension of product and service management is directly influenced by leadership commitment to psychological safety and continual learning?

   A. Partners and suppliers
   B. Value streams and processes
   C. Information and technology
   D. Organizations and people

7. Which of the following dimension of product and service management addresses organizational and cross-organizational workflows?

   A. Partners and suppliers
   B. Information and technology
   C. Organizations and people
   D. Value streams and processes

8. Which dimension of product and service management addresses data and technologies used in digital product and services?

A. Partners and suppliers
B. Value streams and processes
C. Organizations and people
D. Information and technology

9. Which dimension of product and service management is concerned with relationships with other organizations that are involved in discovery, design and continual improvement of product?

A. Value streams and processes
B. Information and technology
C. Partners and suppliers
D. Organizations and people

10. According to the 'focus on value' ITIL Guiding Principle, all organizational activities should link back to what?

A. Benefits for organization, its customers, and stakeholders
B. Increased revenue only
C. Employee satisfaction
D. Market share dominance

11. According to the ITIL Guiding Principle 'start where you are', what is the **MAIN** risk of starting over without considering what is already available when improving a service?

A. Losing opportunities for collaboration and shared understanding across teams
B. Overcomplicating solutions by ignoring practical, simple approaches
C. Failing to gather feedback needed to guide gradual improvement
D. Wasting time and losing valuable existing capabilities and resources

12. What is the **MAIN** purpose of using feedback throughout improvement iterations?

A. To confirm that all stakeholder opinions are in agreement
B. To ensure that improvement actions remain relevant and effective in changing circumstances
C. To prevent the need for further adjustments once work has started
D. To avoid changes in project priorities during implementation

13. A design team is creating a new workflow and tries to account for every possible exception.

What is the risk of designing the workflow in this way?

A. Achieving stronger overall risk control
B. Creating unnecessary complexity
C. Delivering outcomes more quickly and consistently
D. Ensuring employees always follow processes without question

14. Why should organizations consider the interaction of ITIL Guiding Principles?

A. Because principles are interdependent and complement each other
B. Because one principle is always superior to the rest
C. Because principles must be applied in a strict order
D. Because one principle is usually sufficient for any situation

15. What is the role of a governing body in an organization?

A. It is accountable for performance and compliance at the highest level
B. It is responsible for day-to-day operations
C. It manages the technical details of digital products directly
D. It focuses exclusively on financial reporting

16. Which of the following is **NOT** a success metric of the 'discover' activity?

A. Strategic fit of the organization's products and service offerings
B. Market relevance of the products and service offerings
C. Service performance against the agreed SLA targets
D. Stakeholder satisfaction with products and service offerings

17. What is a digital service?

A. A service that fully or largely relies on digital products
B. A combination of technology resources designed for consumers
C. The transfer of goods from provider to consumer
D. A catalogue of services for consumers

18. Which term describes 'what an organization does for its consumers and other stakeholders and why'?

A. Value stream
B. Value chain
C. Operating model
D. Organization's purpose

19. Which statement **BEST** explains the relationship between an organization's purpose and its operating model?

A. The operating model defines the organization's financial strategy to achieve its purpose
B. The organization's purpose determines why it exists, while the operating model shows how it fulfils that purpose
C. The operating model replaces the organization's purpose once the value chain is defined
D. The purpose and operating model are unrelated because one focuses on customers and the other on internal processes

20. Which of the following describes a management practice?

A. A series of steps that an organization uses to create and deliver products
B. A set of organizational resources and capabilities designed to perform work or accomplish an objective
C. A visual representation of how an organization co-creates value with stakeholders
D. A set of interconnected activities that an organization performs to create and deliver products

21. Which aspect of an ITIL Official Practice Guide describes the roles, competencies, and responsibilities needed for a specific practice?

A. Capability assessment and development
B. General information
C. Organizations and people
D. Partners and suppliers

22. A company plans an improvement initiative and ensures it is clearly linked to organizational goals and objectives.

Which continual improvement step is being performed?

A. What is the vision?
B. Where are we now?
C. Take Action
D. Where do we want to be?

23. Which of the following is **NOT** one of the steps in value stream mapping?

A. Value stream identification
B. Mapping of the 'as-is' value stream
C. Mapping a 'to-be' value stream
D. Value stream management

24. What is a digital product?

A. A formal description of one or more services designed to address consumer needs
B. The access to the service provider's resources and their use according to the agreed terms and conditions
C. A combination of an organization's resources based on digital technology and designed to offer value to consumers
D. Actions performed by a service provider or jointly by a service provider and consumer

25. Which of the following is a key success metric for the 'acquire' activity?

A. Number and impact of incidents and performance deviations
B. Quality of the resources and services outsourced from suppliers
C. Service performance against the agreed SLA targets
D. Negative impact of changes on service availability and performance

26. Which **BEST** describes the relationship between digital services and digital products?

A. Digital products are always based on digital services
B. Digital services are always based on digital products
C. Digital services and digital products exist independently
D. Digital products are service actions performed by providers

27. Which role takes responsibility for the outcomes of service consumption?

A. Organization
B. Sponsor
C. Customer
D. Service provider

28. Which type of service relationship typically focuses on support and efficiency through standardized services?

A. Basic relationship
B. Cooperative relationship
C. Collaborative relationship
D. Partner relationship

29. Which statement about the 'band of visibility' is **CORRECT**?

A. It includes only the activities visible to the service provider
B. It applies exclusively to modern, technology-based digital service models
C. It represents all aspects visible between provider and consumer organizations
D. It defines the complete path of the customer's service journey

30. What is the **MAIN** purpose of the 'discover' activity?

A. To develop and test digital products
B. To secure and allocate resources efficiently
C. To align product capabilities with consumer needs and strategy
D. To maintain and monitor digital products

31. Which lifecycle management activity is focused on creating prototypes and specifications?

A. Design
B. Deliver
C. Support
D. Transition

32. What is the **PRIMARY** purpose of the 'acquire' activity?

A. Resolve incidents and fulfil recovery procedures
B. Secure and allocate necessary resources efficiently
C. Provide services and manage user onboarding
D. Create functional prototypes for testing

33. Which lifecycle management activity focuses on minimizing the impact of incidents and disasters when they happen?

A. Transition
B. Operate
C. Support
D. Design

34. What does a product specification **PRIMARILY** describe?

A. Critical aspects, requirements, and characteristics of a product
B. The initial creation used for testing a product's design
C. The ability of a system to remain operational
D. The process of merging code into a central repository

35. What is an incident in IT services?

A. Any change of state significant for management
B. An unplanned interruption to a service or reduction in service quality
C. A cause of one or more interruptions
D. A flaw or vulnerability in a service

36. How does ITIL collaborate with DevOps practices to support digital product and service management?

A. By providing the framework while DevOps supplies practices and techniques
B. By replacing DevOps practices with standardized service management processes
C. By limiting DevOps usage to software development activities
D. By positioning DevOps as a governance framework over ITIL

37. How is the ITIL AI Capability Model intended to be used by organizations?

A. To benchmark AI tools against predefined industry standards
B. To assess readiness and identify areas for improvement in using AI
C. To automate governance decisions across the ITIL Value System
D. To prioritize AI investments based on financial return

38. What **BEST** describes a Service Level Agreement (SLA)?

A. A legal contract between two vendors regulating financial penalties
B. A documented agreement between a service provider and a customer that identifies services and their agreed levels
C. An informal discussion between users and service providers about expectations
D. A guideline document for internal IT teams without customer involvement

39. Which ITIL concept includes governance, practices, and continual improvement?

A. The ITIL Value System
B. The 'deliver' and 'support' value chain activities
C. The 'focus on value' ITIL Guiding Principle
D. The 'value streams and processes' dimension

40. What is the **MAIN** purpose of value stream mapping in an organization?

A. To automate service monitoring
B. To identify and prioritize improvement opportunities
C. To enhance and support management practices
D. To control external stakeholders directly

Notes

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