



ITIL® 4 Specialist: Drive
Stakeholder Value

Sample Paper 1

Question Booklet | Multiple Choice

Examination | 1 hour 30 minutes


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Sample Paper 1:

Question Booklet

Multiple Choice

Examination Duration: 1 hour and 30 minutes

Instructions

1. You should attempt all 40 questions. Each question is worth one mark.
2. There is only one correct answer per question.
3. You need to answer 28 questions correctly to pass the exam.
4. Mark your answers on the answer sheet provided. Use a pencil (NOT pen).
5. You have 90 minutes to complete this exam.
6. This is a 'closed book' exam. No material other than the exam paper is allowed.

1. Users often do not provide feedback because they do not believe it will be addressed.
Which is the **BEST** method for encouraging users to submit feedback in this situation?
 - A. Making feedback processing visible for everyone
 - B. Providing information about users' feedback to customers
 - C. Having regular face-to-face feedback sessions with users
 - D. Automating responses to all users' feedback

2. Which statement about the reporting of service outcomes and performance is **CORRECT**?
 - A. Return on investment (ROI) should be mapped to customer outcomes
 - B. Service performance metrics should be mapped to customer outcomes
 - C. IT component scorecards should be mapped to service provider outcomes
 - D. Customer satisfaction feedback should be mapped to service provider outcomes

3. A service provider wants to use a technology-generated approach for updating a software application installed on the mobile devices of the service users.
Which is the **MOST APPROPRIATE** method?
 - A. Instructing the service desk to contact users when updates are available, and guiding them through the update procedure
 - B. Using a self-service portal for the user to request the service desk to provide the update
 - C. Using a push method to check the user's device each time it is connected
 - D. Instructing users to take their device to the service desk team when convenient

4. An organization is using an out-of-the-box service from a large service provider.
How does the service provider know about the organization's needs?
 - A. The service provider's business analysis team negotiates detailed requirements with the organization during the 'offer' stage of the relationship
 - B. The service provider's marketing and business analysis teams consider generic market needs, instead of the needs of this specific organization
 - C. The organization provides a request for proposal (RfP) to the service provider, so they can understand the needs, and design the service to meet these needs
 - D. The service provider's 'service level management' team negotiates detailed requirements with the organization during the 'co-create' stage of the relationship

5. A service provider is launching a new service. The target market is users who have limited experience of using the internet and are unlikely to use social media.
Which is the **BEST** method of providing user support?
 - A. Provide simple online support and contact numbers for the service desk
 - B. Use machine learning chatbots to anticipate the needs of the users and provide solutions
 - C. Implement a 'shift-left' approach to provide support and downloadable help articles
 - D. Use popular networking sites to promote and provide online user support

6. An organization's customers have historically been satisfied with the functionality and performance of its services. Recently, however, the organization has been getting complaints about both the performance of the services and areas, such as sales and customer support.

How can the organization **BEST** collect the information needed to address these complaints?

- A. Gather customer service performance metrics and map to SLAs
- B. Gather customer experience and service level metrics
- C. Conduct satisfaction surveys after service interactions
- D. Use feedback from service reviews to assess value realization

7. A service provider has recently released an upgrade to its payroll service. The service provider had told the customer that the upgrade would include functionality to copy information from various other HR systems, to reduce the amount of manual data entry. However, this statement was not documented at the time and the proposed functionality was not included in design then.

Which practice includes activities which could have helped to avoid this situation?

- A. Service desk
- B. Service catalogue management
- C. Business analysis
- D. Portfolio management

8. A service provider has received information from market analysis which shows that there is strong demand for one of its products in countries in which it does not usually operate.

Which activity should the service provider perform now?

- A. Handle improvement opportunities in a professional manner
- B. Produce a cost model that considers all the resources needed
- C. Understand and influence the behaviour of different user profiles
- D. Evaluate pricing mechanisms to ensure they drive the desired behaviour

9. A consumer organization is making significant changes to the technologies used by its employees and is discussing those changes with its service provider.

How can the service provider **BEST** demonstrate the capability to meet the needs of the consumer organization?

- A. Ensure there is adequate capacity to meet the increased demand of the changes
- B. Ensure there is adequate knowledge and the necessary skills to support the customer's changes
- C. Respond in a timely manner to the customer's enquiries
- D. Be respectful of the consumer organization's decision to make these changes

10. Which marketing technique helps to understand the needs of consumers by tracking their behaviour?

- A. Profiling
- B. Brochures
- C. Market segmentation
- D. Value propositions

11. Which statement about the end-to-end customer journey is **CORRECT**?
- A. It focuses on achieving outcomes
 - B. It represents a pre-determined path
 - C. It reflects an overall perception
 - D. It involves optimizing touchpoints
12. Which is a technique for identifying customers that have common demands?
- A. Continual improvement model
 - B. PESTLE
 - C. Market segmentation
 - D. SWOT analysis
13. A customer is retiring from a service and has terminated the contract for the service with the service provider. The service provider will continue to deliver other services to the customer.
- Which activity should the service provider include in the plans to offboard the service?
- A. Ensuring that user access rights are revoked for all services
 - B. Creating training schedules for users on how to use the service
 - C. Providing information to users about how to contact the service desk
 - D. Identifying and making requests for outstanding payments for the service
14. What is an attribute of a strategic partnership?
- A. Minimal information is shared
 - B. Trust needs to be developed
 - C. The customer needs to be able to exit easily
 - D. The relationship is driven by price
15. Which is the **BEST** approach for a service consumer to use when they want to obtain services from a service provider?
- A. Provide the service provider with a detailed list of requirements
 - B. Ensure that their detailed requirements are based on a previous legacy solution
 - C. Develop a list of needs focusing on what should be achieved
 - D. Ask the service provider to customize a solution to suit their requirements
16. An investment bank has outsourced its customer care helpline. It is keen to introduce experience metrics into its Service Level Agreements (SLAs) with the service provider for the helpline. It has asked for a re-negotiation of the existing SLA.
- Which is **BEST** example of an experience metric that can be included in the SLA?
- A. Customer satisfaction with the helpline
 - B. Availability of the helpline during agreed hours
 - C. Number of calls processed concurrently
 - D. Number of customer queries processed correctly
17. What is a challenge when onboarding individual consumers?
- A. Ensuring the sponsor agrees to the level of service that the consumer receives
 - B. Handling a large number of service consumers with different skills
 - C. Returning consumer equipment and cancelling user rights
 - D. Identifying and documenting service requirements

18. A service provider encourages their users to form a user support community.
What is a potential benefit to the service provider?
- A. The reduction in demand for support from the service provider
 - B. The creation of groups that can be used to provision services
 - C. Improved collaboration within the service provider organization
 - D. Reduced collaboration between user organizations
19. Which charging mechanism could cause the price of a service to change depending on the time of day?
- A. Cost
 - B. Cost plus
 - C. Market price
 - D. Differential charging
20. Resource constraints have slowed an organization's efforts to expand into new markets.
Which practice would recommend eliminating products and services that are not enabling value, so that the required resources can be made available?
- A. Business analysis
 - B. Service level management
 - C. Service catalogue management
 - D. Portfolio management
21. Which is an example of planning for value co-creation?
- A. Supporting naturally formed online user communities and groups
 - B. Conducting an assessment of the service provider's change enablement practice
 - C. Delivering training sessions to internal staff to make them aware of future product changes
 - D. Agreeing with a customer the service desk team's response times for each method of user contact
22. An organization has a culture that encourages people to hide their mistakes. This reduces opportunities to learn and improve in many different areas.
Which practice would help the **MOST** to improve this situation and how?
- A. Service desk, by sharing more internal IT information with users
 - B. Relationship management, by developing and communicating values and principles
 - C. Service level management, by including discussions of transparency in customer meetings
 - D. Supplier management, by encouraging more open communication with suppliers
23. An organization is evaluating the advantages and disadvantages of replacing its legacy information systems with cloud-based services as a part of its strategic plan. The market is extremely competitive, so the organization wants to ensure that all factors are considered.
Which technique would allow this organization to **BEST** understand the external factors that could influence this decision?
- A. Four dimensions assessment
 - B. Stakeholder analysis
 - C. PESTLE analysis
 - D. Business analysis

24. A user has logged an incident because their laptop is performing badly. This is potentially going to impact on a big sale. The service level agreement says that the response should be within eight hours, but the service desk agent recognizes that this is an exceptional situation and escalates the situation immediately. The issue is resolved quickly, and the user is delighted with the service.
- What is this an example of?
- A. Moment of truth
 - B. Smoothing demand
 - C. Design thinking
 - D. Elevating capabilities
25. A service provider is collecting requirements for a cloud-based document storage service. Which is an example of a utility requirement for this service?
- A. Menu pages will update in less than five seconds
 - B. The service will display a list of items uploaded by the user
 - C. The service will allow each user 100GB of storage space
 - D. The service will be available 24 hours every day
26. Which activity describes user-centred service design?
- A. Building a prototype of the minimum functionality that can be produced quickly
 - B. Applying the MoSCoW technique to a set of user requirements
 - C. Balancing user experience with the technical and business requirements
 - D. Using value stream mapping to identify a set of user requirements
27. An internal IT service provider does not have all the skills needed to create and deliver a new service but could develop them with enough time. There are many external service providers who can provide this service.
- Which approach should the organization follow to decide if they should use the internal service provider or to source the service externally?
- A. Start by reviewing organizational policies for sourcing services, then identify the most important criteria for selecting a service provider, and use a 'decision matrix' to compare service providers
 - B. Start by understanding the cost of procuring the service internally and externally, then ask internal and external service providers to complete a 'request for quotation' documenting their preferred solution
 - C. Start by analysing and documenting the detailed service requirements, then ask external service providers to respond to a 'request for information' documenting how they would deliver to these requirements
 - D. Start by asking the internal service provider to develop the required skills, then use these newly developed skills to create and deliver the new service internally
28. In the context of the 'five principles of service design thinking', which principle includes combining touchpoints and interactions into service moments?
- A. User-centred
 - B. Co-creative
 - C. Sequencing
 - D. Evidencing

29. Different types of service relationships require different approaches to assessing mutual readiness.
- Which of the following statements is **CORRECT**?
- A. Readiness to change is crucial for a basic relationship
 - B. Readiness to collaborate is crucial for a partnership relationship
 - C. Assessment of capability, maturity and past performance is crucial for a partnership relationship
 - D. Readiness to collaborate is crucial for a basic relationship
30. Which **TWO** are possible checks for ensuring user entitlement before access to a service is provided?
- 1. Performing annual identity checks for all users
 - 2. Confirming user identity when users contact the service desk team for support
 - 3. Ensuring users receive training for services that require certification
 - 4. Performing security checks when necessary to prove user identity
- A. 1 and 2
 - B. 2 and 3
 - C. 3 and 4
 - D. 1 and 4
31. A service provider has built a 'cooperative relationship' with a customer.
- Which activity are they **MOST LIKELY** to use to validate the services that are provided?
- A. Ad-hoc joint service reviews of costs and benefits
 - B. Continual tracking and analysis of the outcomes, costs, and risks
 - C. Joint service reviews of achievements of service targets
 - D. Review of costs of service provider technology upgrades
32. An organization is aiming to develop a partnership relationship with their service consumers. One of the objectives is to increase the level of trust and customers' satisfaction by establishing a service mindset across the organization.
- Which initiative is the **BEST** way to achieve it?
- A. Hire and develop good relationship managers
 - B. Develop interpersonal skills and service empathy in all teams
 - C. Establish and enforce detailed service level agreements
 - D. Carry out a capability assessment and share the results with customers
33. Which **TWO** are examples that can be handled as service requests?
- 1. A customer asks a service provider to design an app for staff to submit vacation requests
 - 2. A staff member asks for a new barcode scanner from an internal IT department
 - 3. A manager requires swift changes to user access rights for an employee
 - 4. A service provider establishes a channel for users to submit emergency changes
- A. 1 and 2
 - B. 2 and 3
 - C. 3 and 4
 - D. 1 and 4

34. An organization is negotiating and agreeing to the service levels for a social media site. Which is an example of a measure of utility that should be included in the service level agreement?
- A. The number of photo formats supported for upload
 - B. The number of network failures per day
 - C. The time taken for social media pages to refresh
 - D. The time taken to detect and report security breaches
35. A service consumer has asked a commercial service provider to develop a new document storage service. The service consumer has a limited budget and the employees that will use the service have a long list of requirements. Which is the **BEST** approach for collecting the requirements?
- A. Arrange a number of workshops with the users to identify a set of requirements and obtain their agreement before commencing development
 - B. Work with the customer to identify the requirements for utility and warranty and inform the users of what has been agreed
 - C. Work with the users to establish a set of requirements and involve the customer in clarifying and agreeing with the requirements
 - D. Hold a workshop with the customer to develop a solution for the document storage service and obtain their agreement before starting development
36. An organization is encouraging its staff to work from home instead of the office. This has caused changes in how and when users access services. Which aspect of 'managing demand and opportunities' would provide a better understanding of this situation?
- A. Analysing patterns of business activity
 - B. Introducing component capacity management
 - C. Building a customer business case
 - D. Introducing differential charging
37. An organization has signed a contract to outsource its service desk function to a supplier. The organization wants to ensure that its customers and users will receive a seamless support service. Which activity would **MOST** help the organization at this stage?
- A. Defining strategy and principles for sourcing of resources
 - B. Integrating supplier activities into organization's value streams
 - C. Creating criteria to use when shortlisting suppliers
 - D. Improving the effectiveness of contract renewal
38. Users contacting an organization's service desk team often complain that they are required to repeat information when communicating with different individuals and systems within the organization. Specialists that work with the service desk team also complain that they frequently do not get the information needed to handle user queries. What would resolve these issues for all stakeholders?
- A. Providing multichannel support
 - B. Providing a self-service portal
 - C. Establishing omnichannel communications
 - D. Automating the logging of user emails

39. Which activity, carried out by both the service provider and the service consumer, enables service provision and consumption to start?
- A. Building trust
 - B. Designing the customer journey
 - C. Assessing mutual readiness
 - D. Onboarding
40. An organization provides an online portal that its employees can use to learn about and request standard services.
- Which practice would ensure that users can easily find information on the portal and that the information is kept up to date?
- A. Service desk
 - B. Service level management
 - C. Service catalogue management
 - D. Service request management



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