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The Open Group
OGB-001
TOGAF Business Architecture Part 1

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Question: 1

Which of the following best describes what a business model is?

A. The rationale for how an organization, creates, deliveries and captures value.
B. The description of the structure and interaction of applications that provide Key business functions.
C. The representation of business assets in use, or planned by the enterprise.
D. A maturity model tor IT process management, continuous improvement and best practices.

Answer: A

Explanation:
A business model is a plan that describes how a business intends to make money by providing value to its customers or clients. It defines the value proposition, the target market, the revenue streams, and the cost structure of the business. According to Investopedia 1, a business model is “a company’s plan for making a profit. It identifies the products or services the business plans to sell, its identified target market, and any anticipated expenses

Question: 2

Which of the following best describes the relationship between business models and business architecture?

A. Business Architecture provides a conceptual summary view, whereas business models support indepth analysis.
B. Business model development is a prerequisite for a Business Architecture development
C. Business models ere useful for impact analysis; however Business Architecture o needed for scenario analysis.
D. Business Architecture articulates the different perspectives and impacts o' the business model

Answer: D

Explanation:
Business Architecture is a discipline that helps to design, analyze, and optimize the business model of an organization. It provides a holistic and shared understanding of the business strategy, capabilities, processes, information, and stakeholders. According to The Open Group 2, Business Architecture “describes how the enterprise needs to operate to achieve the business goals, and respond to the strategic drivers set out in the Architecture Vision”. Business Architecture also helps to assess the alignment and impact of the business model on different aspects of the organization, such as its infrastructure, customers, and finances

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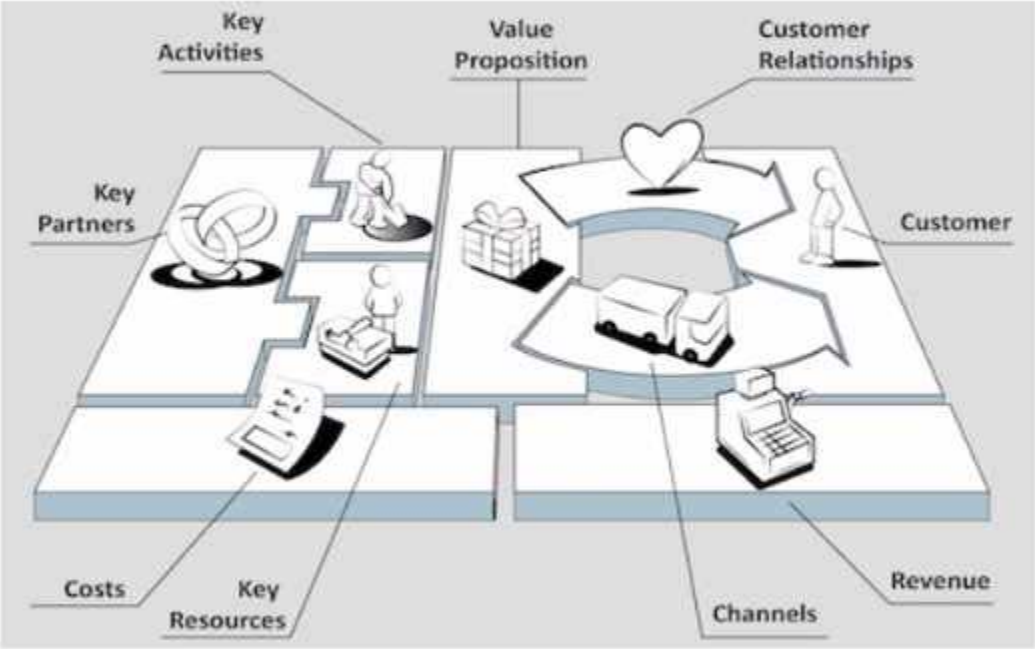
Question: 3

Consider the following representation of a business model:



Which of the following business models is This an example of?

A. The Business Model Canvas
B. The Four Box Framework
C. The Business Model Cube
D. The Business Model Innovation factory

Answer: A

Explanation:
The Business Model Canvas is a strategic management tool that allows to visualize and document the key elements of a business model on a single page. It consists of nine building blocks: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. According to Wikipedia 3, The Business Model Canvas "offers a visual chart with elements describing a firm's or product's value proposition , 4 infrastructure, customers, and finances, 1 assisting businesses to align their activities by illustrating potential tradeoffs."
The image provided by the user is an example of a Business Model Canvas with icons representing each building block.

Question: 4

Consider the following business capability model. there cells of a model are given different colors to

represent desired maturity levels (Green (G) - level achieved, yellow (Y) = one level away, red (R) -two more more levels away, purple (P) = missing capability):

Strategic	Business Planning G	Market Planning R	Partner Management Y
	Capital Management G	Policy Management G	Government Relations Management R
Core	Account Management G	Product Management G	Distribution Management G
	Customer Management Y	Channel Management G	Agent Management P
Supporting	Financial Management G	HR Management R	Procurement Management G
	Information Management G	Training Management Y	Operations Management G

Which of the following best describes what this model shows?

A. Policy Management. Government Relations Management, and HR Management need immediate attention. Partner Management, Account Management, and Training Management have issues but are of tower priority. Agent Management is o now business capability that Goes not exist.
B. Market Planning. Government Relations Management and HR Management need immediate attention. Partner Management, Customer Management, and Training Management have issues but are of lower priority.
Agent Management is a new business capability that does not exist.
C. Customer Management, Training Management and Partner Management need immediate attention. Market Planning. HR Management and Government Relations Management need attention. Agent Management exists as a new Core capability but has not yet been assessed.
D. The Strategic capabilities need more attention in three areas Market Planning, Government Relations Management, and Partner Management. Agent Management Is missing as a Coro capability. Training Management needs the most attention as a Supporting Capability.

Answer: C

Explanation:
This answer is based on the color-coding of the business capability model, which indicates the desired maturity levels of each capability. Red cells mean that the capability is two or more levels away from the desired maturity level, yellow cells mean that the capability is one level away, green cells mean that the capability has achieved the desired maturity level, and purple cells mean that the capability is missing or not defined. According to this logic, the capabilities that need immediate attention are those that are red, which are Customer Management, Training Management and Partner Management. The capabilities that need attention are those that are yellow, which are Market Planning, HR Management and Government Relations Management. The capability that is missing as a Core capability is Agent Management, which is purple. The rest of the capabilities are green, which means they have reached the desired maturity level.

Question: 5

Which of the following describes how to define a business capability?

A. Identifying and articulating the business problem, enabling the business requirements to be fully documented.
B. Identifying human and computer actors. their roles, and their place in the business.
C. Identifying and documenting a set of statements that outline what the business architecture project must do.
D. Identifying and describing what needs to be done by the business in support of Its overall mission

Answer: D

Explanation:
This answer is based on the definition of a business capability as “an ability that a business possesses to achieve a specific outcome” 1. A business capability defines “what” a business does at its core, not “how” or “where” it does it 2. Therefore, to define a business capability, one needs to identify and describe what needs to be done by the business in support of its overall mission, which is the ultimate outcome that the business seeks to achieve. The other options are not correct because they describe different aspects of business analysis or architecture, such as defining the business problem, identifying the actors and roles, or documenting the project scope.

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