

# Western Governors University (WGU) ITEC2113 D336 Business of IT Applications Practice Exam (Sample)

## Study Guide



**Everything you need from our exam experts!**

**Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.**

**ALL RIGHTS RESERVED.**

**No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.**

**Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.**

**SAMPLE**

# Table of Contents

<b>Copyright</b> .....	<b>1</b>
<b>Table of Contents</b> .....	<b>2</b>
<b>Introduction</b> .....	<b>3</b>
<b>How to Use This Guide</b> .....	<b>4</b>
<b>Questions</b> .....	<b>5</b>
<b>Answers</b> .....	<b>8</b>
<b>Explanations</b> .....	<b>10</b>
<b>Next Steps</b> .....	<b>16</b>

# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

- 1. Which of the following defines 'revenue streams' in a business model canvas?**
  - A. Channels through which customers receive products**
  - B. Revenue generated from different customer segments**
  - C. Partnerships that provide additional resources**
  - D. Costs incurred to maintain business operations**
- 2. Which of the following best explains the purpose of service level management?**
  - A. To resolve customer complaints**
  - B. To oversee financial budgets**
  - C. To ensure service performance aligns with business objectives**
  - D. To monitor employee performance**
- 3. When is the Big Bang approach most commonly used in which technical management practice?**
  - A. Change management**
  - B. Deployment management**
  - C. Configuration management**
  - D. Incident management**
- 4. What is the main purpose of system integration in business IT?**
  - A. To enhance internet security**
  - B. To ensure compatibility with all software**
  - C. To connect various IT systems for seamless communication**
  - D. To increase software licensing**
- 5. The SVS describes how which two aspects of the organization work together?**
  - A. Components and stakeholders**
  - B. Components and activities**
  - C. Departments and strategies**
  - D. Resources and outcomes**

- 6. What is the primary goal of user training during IT system implementations?**
- A. To decrease system usage**
  - B. To enhance personnel skills for system usage**
  - C. To limit system capabilities**
  - D. To increase downtime**
- 7. How does service level management contribute to the planning value chain activity?**
- A. By establishing service performance metrics**
  - B. By enhancing employee training programs**
  - C. By supporting the planning of the product and service portfolio**
  - D. By managing customer feedback effectively**
- 8. How does regulatory compliance ensure organization integrity?**
- A. By limiting the number of software tools used**
  - B. By enforcing legal and ethical data handling standards**
  - C. By mandating in-house software development**
  - D. By decreasing the cost of IT infrastructure**
- 9. Which ITIL function serves as the primary point of contact for incident reporting?**
- A. Service Transition**
  - B. Service Design**
  - C. Service Operation**
  - D. Service Desk**
- 10. What advantages do e-commerce platforms provide for businesses?**
- A. They exclusively focus on mobile sales**
  - B. They limit the audience reach to local markets**
  - C. They streamline sales processes and leverage data analytics**
  - D. They require less effort than traditional retail**



## **Answers**

SAMPLE

1. B
2. C
3. B
4. C
5. B
6. B
7. C
8. B
9. D
10. C

SAMPLE

## **Explanations**

**1. Which of the following defines 'revenue streams' in a business model canvas?**

- A. Channels through which customers receive products**
- B. Revenue generated from different customer segments**
- C. Partnerships that provide additional resources**
- D. Costs incurred to maintain business operations**

Revenue streams in a business model canvas refer specifically to the various sources from which a business earns money from its customers. This concept encompasses the different ways a business generates income, such as through sales of products or services, subscription fees, licensing, or any other method that contributes to the business's overall revenue. When focusing on revenue generated from different customer segments, it highlights the importance of understanding which segments of the customer base contribute to revenue and how they do so. This allows businesses to analyze market demands, tailor offerings, and identify opportunities for growth based on customer behavior and preferences. Identifying and optimizing these revenue streams is essential for financial sustainability and strategic planning in the business model. The other options revolve around different aspects of a business model canvas. Channels deal with how products or services reach customers, partnerships pertain to relationships that enhance offerings or capabilities, and costs reflect the financial outlay necessary for operations. While these elements are integral to a business model, they do not define revenue streams, which are specifically focused on the income aspect of the business.

**2. Which of the following best explains the purpose of service level management?**

- A. To resolve customer complaints**
- B. To oversee financial budgets**
- C. To ensure service performance aligns with business objectives**
- D. To monitor employee performance**

The purpose of service level management is fundamentally about ensuring that the services provided by IT align with the overall business objectives. This involves defining, agreeing upon, and managing the quality and performance levels of services delivered to customers. The primary goal is to ensure that the services meet the needs of the business and adhere to the agreed-upon standards of performance. By focusing on aligning service performance with business objectives, organizations can achieve higher customer satisfaction and operational efficiency. This involves continuous monitoring and assessment of service delivery against established service level agreements (SLAs). Effective service level management not only helps in achieving short-term targets but also supports long-term business goals by fostering sustained service quality and reliability. Other options touch on important aspects of business operations, but they don't encapsulate the primary focus of service level management as effectively. For instance, resolving customer complaints is reactive, while service level management is proactive and strategic in nature. Similarly, monitoring financial budgets and employee performance, though vital for overall management, do not represent the core purpose of service level management in relation to aligning IT services with business needs.

**3. When is the Big Bang approach most commonly used in which technical management practice?**

- A. Change management**
- B. Deployment management**
- C. Configuration management**
- D. Incident management**

The Big Bang approach is most commonly associated with deployment management, particularly in scenarios where the system or application is implemented all at once rather than incrementally. In this practice, a complete solution or version is developed and deployed in a single event, making it suitable for projects where quick, comprehensive implementation is desired. Deployment management often requires careful coordination of various implementation tasks, and the Big Bang method aligns well with certain project circumstances, especially in situations where rapid delivery is prioritized or when subsequent versions are not planned in advance. This approach can provide immediate access to the new system or application for end-users, but it also comes with risks, such as the potential for high-impact failures if issues arise during the rollout. In contrast, other management practices such as change management focus on the process of managing modifications in a controlled manner, configuration management deals with maintaining the performance and integrity of systems over time, and incident management centers on responding to and resolving incidents affecting service quality. Each of these areas typically emphasizes more gradual or systematic implementations to ensure stability and reliability. Thus, the deployment management context is where the Big Bang approach is particularly relevant.

**4. What is the main purpose of system integration in business IT?**

- A. To enhance internet security**
- B. To ensure compatibility with all software**
- C. To connect various IT systems for seamless communication**
- D. To increase software licensing**

The primary purpose of system integration in business IT is to connect various IT systems for seamless communication. This involves linking different applications, databases, and technology components so that they can work together effectively. When systems are integrated, organizations can streamline their processes, improve data accuracy, and enhance collaboration among departments. The elimination of data silos allows for better access to information and provides a comprehensive view of operations, which is crucial for decision-making and efficiency. Seamless communication between different systems enables businesses to automate workflows, reduce manual data entry, and respond more quickly to changing business needs. As a result, integration can significantly improve productivity and operational efficiency, contributing to overall business objectives. The other options, while they may have relevance in specific scenarios, do not capture the fundamental aim of system integration as effectively. Enhancing internet security and ensuring compatibility with all software are important aspects but not the core purpose of integration itself. Likewise, increasing software licensing does not directly relate to the core goals of system integration in enhancing communication and business processes.

**5. The SVS describes how which two aspects of the organization work together?**

- A. Components and stakeholders**
- B. Components and activities**
- C. Departments and strategies**
- D. Resources and outcomes**

The Service Value System (SVS) outlines how various components and activities of an organization work together to ensure that value is co-created through services. It emphasizes the interdependencies between resources and processes involved in delivering services. By understanding this synergy, organizations can optimize their operations and enhance service delivery, ultimately leading to improved value for stakeholders. In this context, the focus is on how different components, such as processes, practices, and governance mechanisms, collaboratively interact with the activities conducted within the organization. This interaction allows for effective resource utilization and streamlined operations, contributing to the organization's overall objectives and success. The framework helps to ensure that all parts of the organization are aligned and working towards the common goal of delivering value through a systematic and cohesive approach.

**6. What is the primary goal of user training during IT system implementations?**

- A. To decrease system usage**
- B. To enhance personnel skills for system usage**
- C. To limit system capabilities**
- D. To increase downtime**

The primary goal of user training during IT system implementations is to enhance personnel skills for system usage. Effective training equips users with the knowledge and skills they need to operate the new system efficiently and confidently. This training is critical because it helps users understand the functionalities of the system, allows them to leverage its capabilities fully, and ultimately increases productivity. When users are well-trained, they can perform tasks more efficiently, make fewer errors, and provide better support for business processes. This proficiency not only benefits the individuals but also contributes to the overall success of the system implementation by maximizing the organization's return on investment in the new technology. Enhanced skills result in greater user satisfaction and acceptance of the system, which is vital for achieving the intended business goals from the IT investment.

**7. How does service level management contribute to the planning value chain activity?**

- A. By establishing service performance metrics**
- B. By enhancing employee training programs**
- C. By supporting the planning of the product and service portfolio**
- D. By managing customer feedback effectively**

Service level management plays a critical role in the planning value chain activity, primarily by ensuring that the organization understands and outlines the expectations for its products and services. This involves defining the specific service levels that will be delivered to customers, thus informing the decision-making process related to what products and services to offer. By establishing clear performance metrics and service expectations, service level management helps in shaping the service portfolio to meet customer demands and aligns with the overall business strategy. When organizations understand the required service levels, they can better assess their capabilities, resource allocation, and prioritize initiatives that enhance customer satisfaction while also adhering to budget constraints. This strategic input is essential for making informed decisions about which products and services to prioritize in the portfolio, thereby directly influencing the effectiveness and success of the planning process. This connection is crucial as it highlights the importance of aligning service offerings with customer expectations, ultimately supporting overall business objectives and ensuring long-term sustainability in a competitive market.

**8. How does regulatory compliance ensure organization integrity?**

- A. By limiting the number of software tools used**
- B. By enforcing legal and ethical data handling standards**
- C. By mandating in-house software development**
- D. By decreasing the cost of IT infrastructure**

Regulatory compliance plays a crucial role in maintaining organizational integrity primarily through the enforcement of legal and ethical data handling standards. Adhering to these standards ensures that organizations manage their data responsibly and transparently, which builds trust with stakeholders including customers, employees, and regulators. By establishing guidelines around data protection, privacy, and security, regulatory compliance helps organizations mitigate risks associated with data breaches and misuse. Additionally, it fosters an environment of ethical behavior within the organization, as employees are held accountable for adhering to these standards. When organizations comply with regulations, they demonstrate a commitment to ethical practices, which can enhance their reputation and credibility in the marketplace. This adherence not only protects the organization from legal repercussions but also ensures that the organization operates within the framework of societal expectations regarding data integrity. Consequently, maintaining compliance is essential for preserving the organization's integrity, reputation, and overall trustworthiness in its operations.

**9. Which ITIL function serves as the primary point of contact for incident reporting?**

- A. Service Transition**
- B. Service Design**
- C. Service Operation**
- D. Service Desk**

The Service Desk function serves as the primary point of contact for incident reporting within the ITIL framework. This function is integral to ensuring that users can efficiently communicate issues or service requests they may have. The Service Desk is responsible for logging incidents, providing initial support, and facilitating the resolution process either by resolving issues directly or routing them to the appropriate support teams. Its role is crucial in maintaining service continuity and minimizing downtime, as it acts as the first line of support for users experiencing problems with IT services. By centralizing communication, the Service Desk manages the user experience and helps in coordinating responses from various IT teams, ultimately enhancing service delivery. In contrast, the other functions do not primarily focus on incident reporting. Service Transition focuses on the deployment of new or changed services, Service Design is concerned with the design of new services or improvements, and Service Operation deals with the day-to-day management of services after they have been deployed. While these areas contribute to the overall ITIL framework, they do not serve as the main point of contact for incident reporting.

**10. What advantages do e-commerce platforms provide for businesses?**

- A. They exclusively focus on mobile sales**
- B. They limit the audience reach to local markets**
- C. They streamline sales processes and leverage data analytics**
- D. They require less effort than traditional retail**

E-commerce platforms offer significant advantages for businesses, particularly in streamlining sales processes and leveraging data analytics. By utilizing these platforms, businesses can automate various aspects of the sales process, from inventory management to payment processing. This automation not only reduces manual effort but also increases efficiency, allowing businesses to handle a higher volume of transactions with greater accuracy. Additionally, e-commerce platforms gather a wealth of data on consumer behavior, preferences, and purchasing habits. Businesses can analyze this data to gain insights into market trends, optimize their offerings, and tailor marketing strategies to target specific customer segments more effectively. This analytical capability helps businesses make informed decisions, ultimately driving growth and improving customer satisfaction. In contrast, focusing exclusively on mobile sales, limiting audience reach to local markets, or asserting that less effort is required than traditional retail do not capture the comprehensive benefits that e-commerce platforms provide. The true strength of e-commerce lies in its ability to expand market reach, integrate various sales channels, and utilize big data for strategic planning, which are pivotal for modern business operations.



## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://wgu-itec2113-d336.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**