IBM

M2110-233

IBM Social Business Solution Sales Mastery Test v1

QUESTION: 50
Which solution is best for capturing streamed data from reports?

A. IBM Content Manager
B. IBM FileNet Content Manager
C. IBM Content Manager OnDemand
D. IBM eDiscovery

Answer: C

Reference:
http://www-01.ibm.com/software/data/ondemand/400/

QUESTION: 51
Which of the following is NOT a benefit of becoming a Social Business?

A. Enabling a more effective work force.
B. Attending fewer meetings.
C. Deepening relationships with customers.
D. Generating new ideas faster.

Answer: D

Reference:
http://www-01.ibm.com/software/collaboration/social/business/

QUESTION: 52
How is workload managed in a Portal 7 cluster?

A. Portal 7 evenly distributes workload among clustered servers.
B. Virtual portal clusters must all be configured identically.
C. Virtual Farms.
D. Virtual portal clusters can have workload evenly divided among all cluster members or workload may be divided to go to specific cluster members.

Answer: A

Reference:
http://infolib.lotus.com/resources/portal/7.0.0/doc/en_us/pt700abd001/html- wrapper.html
(topic: server topologies, second last line)

QUESTION: 53

Tight integration between Lotus Connections and Lotus Quickr enables users to grow a Lotus Connections activity into a Lotus Quickr _____.

A. Template
B. Web page
C. Place
D. Subscription

Answer: C

Reference:
http://www.ibm.com/developerworks/lotus/library/connections-integrating/

QUESTION: 54
The Connections Plugin for Lotus Notes, Widget for Microsoft Sharepoint, and Portlets for WebSphere Portal V7 are all

A. located on the Connections installation media
B. only available through your IBM Software Representative
C. available for download from https://greenhouse.lotus.com/catalog/
D. separate part numbers with their own license costs

Answer: C

QUESTION: 55
Social networking accounts for of all online time.

A. 5%
B. 22%
C. 50%
D. 66%

Answer: B

Reference:
http://blog.nielsen.com/nielsenwire/global/social-media-accounts-for-22- percent-of-time-online/

QUESTION: 56
Which of the following statements about Quickr is NOT true?

A. Quickr provides basic workflow for notification and approval.
B. Quickr leverages the strengths of the IBM application platforms – Domino and WebSphere Portal.
C. Quickr users can only create Places if they have administration rights to the server.
D. Quickr out of box includes a Template to create a Standard Place.

Answer: C

Reference:
https://www-304.ibm.com/support/docview.wss?uid=swg21429482

QUESTION: 57
What type of relationships do social businesses cultivate among customers, employees, and partners?

A. Hierarchical
B. Friendly
C. Trusted
D. Flexible

Answer: C

Reference:
http://www.redbooks.ibm.com/redpapers/pdfs/redp4746.pdf (page 3)

QUESTION: 58
According to analysts, what percent of managers say they use the wrong information at least once a week?

A. 17%
B. 25%
C. 42%
D. 65%

Answer: C

Reference:
http://newsroom.accenture.com/article_display.cfm?article_id=4484 (4th paragraph)

QUESTION: 59
Discussion Forums in Connections 3 can be created where?

A. In your own Profile.
B. Only in Communities.
C. As part of an Activity.
D. Standalone and inside Communities.

Answer: A

Reference:
http://infolib.lotus.com/resources/connections/3.0.0/doc/lc300abd001/en_us/html-wrapper.html

QUESTION: 60
An organization's journey toward becoming a social business begins with the alignment of what?

A. Organizational goals and culture.
B. Executive goals and labor contracts.
C. Employee compensation model and customer satisfaction.
D. Marketing message and employee networking.

Answer: A

Reference:
ftp://public.dhe.ibm.com/common/ssi/ecm/en/gbd03109usen/GBD03109USEN.PDF (first page)

QUESTION: 61
What is a documented benefit of a personalized web experience?

A. Lower initial cost to develop.
B. Increased conversion rate, increased engagement, broader audience.
C. Decreased complexity for users.
D. Increased viewership driven by product giveaways.

Answer: B

Reference:
http://www-01.ibm.com/software/info/customerexperience/

Pass your exam at First Attempt....Guaranteed!