IBM

Exam M9520-233

M233 IBM Social Business Solution Sales Mastery Test v1

Version: 7.0

[Total Questions: 61]

Question No : 1

The analysis capability of IBM Cognos Business Intelligence is geared toward helping organizations answer which key question?

A. How are we doing?
B. What should we be doing?
C. What are our competitors doing?
D. Why is our business on or off track?

Answer: D
Reference:
https://publications.theseus.fi/bitstream/handle/10024/6755/Bjorn%20Hautamaki_finalthesis.pdf?sequence=1 (page 13, Reporting and analysis)

Question No : 2

What "out of the box" Lotus Quickr feature can be used, reused, and customized by businesses?

A. Templates
B. Web pages
C. Application widgets
D. Subscriptions

Answer: A

Question No : 3

Which are the current shifts in the marketplace that are driving the need for businesses to become

social?

A. Smartphones, social networking and social analytics.
B. Economic challenges and aging demographics.

C. Remote access devices and keeping up with pop culture lifestyles.
D. Connecting entrepreneurs with venture capitalists.

Answer: A

Question No : 4

How are people currently operating as we become a smarter planet?

A. Educated, aware and virtualized.
B. Instrumented, intelligent and interconnected.
C. Integrated aligned and virtualized.
D. Segmented, networked and simplified.

Answer: B
Reference: http://www.ibm.com/smarterplanet/us/en/overview/ideas/

Question No : 5

Which of the following are key features of the new Sametime 8.5 Meeting Server?

A. Easy and quick access to meetings.
B. Simplify scheduling.
C. Make meetings more effective.
D. All of the above.

Answer: D
Reference: http://www.slideshare.net/Vargroup/lotus-sametime-4751006 (slide 8)

Question No : 6

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 No : 7

What are three distinguishing features of Connections 3?

A. Profiles, Bookmarks, tagging
B. Wikis, Files, Microblogging
C. Social Analytics, Idea Blogs, Media Gallery
D. Activities, Sametime integration

Answer: C
Reference: http://www-01.ibm.com/software/lotus/products/connections/features.html

Question No : 8

Which services allow ECM to connect to content located in competitive content repositories?

A. Content Federation and Integration Services
B. Business Process Management Services
C. Compliance Services
D. Records Management Services

Answer: A

Reference: http://www-01.ibm.com/support/docview.wss?uid=swg27015111&aid=1 (page 5)

Question No : 9

Social analytics provides recommendations to the end user in which Connections components?

A. Home Page, Profiles, and Communities
B. Bookmarks, Wikis, Activities
C. Blogs, Files, Forums
D. Profiles, Wikis, Blogs

Answer: A

Reference: http://www-01.ibm.com/common/ssi/ShowDoc.jsp?docURL=/common/ssi/rep_ca/4/877/ENUSZP10-0454/index.html&breadCrum=DET001PT022&url=buttonpressed=DET002PT005&specific_index=DET001PEF502&DET015PGL002=DET001PEF011&submit.x=7&submit.y=8%26%239001%3B=en_US (topic: social analytics widgets)

Question No : 10

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)