

IBM

Exam M2040-642

ICS Social Software Sales Mastery Test v2

Version: 6.1

[Total Questions: 47]

Question No : 1

What are the five IT areas that are listed as transformational technologies in IT?

- A. Hardware, Database, Software, Web 2.0, XML
- B. Mainframe, Departmental, PCs, Internet, Social
- C. Vacuum tube, Transistor, RAM, vRAM, Quantum Effect
- D. Fortran, COBOL, Basic, C++, Java

Answer: B

Question No : 2

What is happening to an organization's business network?

- A. Changing from the ground up
- B. Creating new sales potentials
- C. Delivering on new promised Web 2.0 ideas
- D. Related computer systems are only involved

Answer: C

Question No : 3

What design theme allows IBM Connections to be plugged in and accessed from a variety of different software and mobile products?

- A. Social everywhere
- B. Idea center
- C. Social forums
- D. Blogs

Answer: A

Question No : 4

What is another characteristic of a Social Business other than being engaging and nimble?

- A. Technically strong
- B. Has a strong presence in the Internet
- C. Transparent
- D. Informal

Answer: C

Reference:<http://www.socialbusinessnews.com/what-does-social-business-mean-from-ibm-and-others/>(John Mell from IBM said)

Question No : 5

Three key attributes to focus on for designing for reputation and risk management are: have a plan, be proactive and fast, and_____.

- A. ensure that strategies are pushed down into the organization
- B. limit access to social media site by employees and partners
- C. do not respond to negative statements in social media sites
- D. be transparent with two-way dialog

Answer: A

Question No : 6

What plug-in integrates with Lotus Notes and gives the user the ability to update their status within their inbox?

- A. Social Media plug-in
- B. Status Updates plug-in
- C. Notes Integrator plug-in
- D. Media-Share plug-in

Answer: B

Question No : 7