IBM

Exam M2110-233

M233 IBM Social Business Solution Sales Mastery Test v1

Version: 7.0

[Total Questions: 61]

Question No : 1

Which Connections service allows distributed teams to complete projects on time and meet goals?

A. Bookmarks
B. Activities
C. Profiles
D. Blogs

Answer: B

Reference:
http://www.nelotus.org/A55CBA/nelotus.nsf/87fde291d7608ada852564c9006eeba5/6747879b836fc19685256c1f001475de/$FILE/Lotus_Connections_3.0_Overview.pdf (slide 10)

Question No : 2

The relatively small percentage of users who create the most social messages about products and services are known as what?

A. Tippers
B. Fans
C. Friends
D. Reviewers

Answer: D

Question No : 3

Which model properly represents how business analytics drives better performance?

A. hypothesis -> testing -> decision making -> performance
B. data -> trusted information -> decision making -> performance
C. data -> decision making -> analysis -> performance
D. prediction -> analysis -> decision making -> performance

Answer: B

Reference: http://www-01.ibm.com/software/analytics/business-intelligence.html (read the first paragraph and the bulleted points to deduct the answer)

Question No : 4

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 : 5

One facet of the unified communications and collaboration strategy involves the ecosystem and extension model. How does the model apply to Lotus Sametime?

A. Helps in responding to customer RFP?
B. You cannot add third-party plug-ins to Sametime.
C. Embraces the Internet to improve business productivity.
D. Allows a plug-in framework and integrates with applications and processes.

Answer: D

Reference: http://www-05.ibm.com/ie/presentations/pdf/Unified_Communications_Portofolio.pdf (slide 9)

Question No : 6

What is the major factor that differentiates IBM Cognos products from competing business

analytics methods?

A. Ability to share findings through collaboration.
B. Ability to build and automate business processes.
C. Consistency and accessibility across the entire organization.
D. Segmented views and processes tailored to specific departments.

Answer: C

Question No : 7

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 : 8

According to analysts, what percentage of unstructured information is typically found in an organization?

A. 20%
B. 50%
C. 80%
D. 90%

Answer: C
Reference: http://en.wikipedia.org/wiki/Unstructured_data (third paragraph, last sentence)

Question No : 9

_____ is the organizing point for content management for teams, providing multiple access points, content store connectors, and use- case scenarios such as templates and work flows.

A. Lotus Quickr
B. Lotus Symphony
C. Microsoft Explorer
D. Microsoft Outlook

Answer: A
Reference: http://en.wikipedia.org/wiki/IBM_Lotus_Quickr

Question No : 10

What products and/or technologies incorporate ECM content in social and collaborative team spaces?

A. IBM Content Manager Collaboration Edition.
B. IBM FileNet Content Manager Collaboration Edition.
C. IBM Lotus Connections integrated w/IBM FileNet Content Manager or IBM Content Manager.
D. All of the above.

Answer: A
Reference: http://www-01.ibm.com/software/data/cm/cmgr/collaboration-edition/

Question No : 11

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