IBM

00M-642

ICS Social Software Sales Mastery Test v2

http://killexams.com/exam-detail/00M-642
QUESTION: 39
What capability allows for more than one person to create and update a site that contains helpful information like a FAQ (Frequently Asked Question) in IBM Connections?

A. Journals
B. Forums
C. Wikis
D. Blogs

Answer: D

QUESTION: 40
Which IBM product delivers a broad set of powerful social capabilities that are tightly integrated?

A. IBM Connections
B. IBM Lotus Protector
C. IBM Tivoli Manager
D. IBM Lotus Symphony

Answer: A

QUESTION: 41
What can you tell your customer about what is happening in the marketplace?

A. The world is becoming less instrumented and interconnected.
B. The world is becoming more instrumented, interconnected, and intelligent.
C. The world is becoming simpler and focused.
D. The pace of adoption of new technologies is slowing down.

Answer: B

QUESTION: 42
What should you do when a callback meeting is requested by a potential customer?
A. Deep dive into the technologies  
B. Follow up with fancy product brochures  
C. Tell them what you're going to show them, show them, and then follow up with a customer or personal example  
D. Prepare a lengthy slide deck and read each word on every page

Answer: C

QUESTION: 43  
What is the capability called that allows an individual to share their own unique experiences in the IBM Connections product?

A. ShareFiles  
B. Talk  
C. Blogs  
D. WebNotes

Answer: B

QUESTION: 44  
What is the capability called that allows a user to upload documents to their own file-store in IBM Connections?

A. Files  
B. Folders  
C. Forms  
D. Docs

Answer: A

QUESTION: 45  
What is one of the key strategies that companies should be looking at to build a social business agenda?

A. Align your strategy for maximum profit  
B. Gain social trust  
C. Engage your IT manager as the leader of your social business agenda  
D. Network all your infrastructure with bi-directional, unfettered Internet access
**Answer:** A

**QUESTION:** 46
Which IBM product increases the speed of social businesses, and can be considered as 
the action behind social businesses, making them more nimble?

A. IBM Lotus Organizer  
B. IBM Sametime  
C. IBM Lotus Symphony  
D. IBM Rational Application Developer

**Answer:** C

**QUESTION:** 47
What is the best route for 'gaining social trust'?

A. Ask your supplier network to blog about their relationship with you.  
B. Ask your employees to blog about your company in any of the blogs they participate in.  
C. Identify and develop relationships with tippers in your industry.  
D. Strive for the highest number of hits on your Web site.

**Answer:** C
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