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IBM

M9520-233 Exam

IBM Social Business Solution Sales Mastery Test v1

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DEMO VERSION (LIMITED CONTENT)

Questions & Answers

Version: 8.0

Question: 1

A social business is _____.

A. exciting, territorial and aggressive
B. educational, tenacious and negotiable
C. engaged, transparent and nimble
D. exclusive, technical and networked

Answer: C

Explanation:
Reference:
http://www.ibm.com/smarterplanet/us/en/socialbusiness/overview/index.html

Question: 2

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

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

Question: 3

Companies may use social business to drive enhanced value in which of the following areas?

A. Quick, collaborative feedback from subject matter experts in their field.
B. To launch a global brand quickly
C. Enter new markets.
D. All of the above.

Answer: A

Explanation:

Reference:
http://www.redbooks.ibm.com/redpapers/pdfs/redp4746.pdf (page 6)

Question: 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

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

Question: 5

Online awareness allows place members to see when other members are online. Which of the following products will enable online awareness in Lotus Quickr Places?

A. Lotus Connections
B. Lotus Sametime
C. LotusLive Meetings
D. IBM WebSphere Portal

Answer: B

Explanation:
Reference:
http://www-01.ibm.com/software/lotus/products/sametime/appintegration.html (second row of the table)

Question: 6

What capabilities are available out of the box with the IBM Customer Experience Suite?

A. Social integration with Lotus Connections, analytics with Core Metrics, Web Trends, Unica and Omniture, improved self service
B. Lotus Forms Product
C. Business Integration & Predictive Analytics
D. Websphere Commerce Suite

Answer: A

Explanation:
Reference:
http://www.ibm.com/ibm/files/Z966856M88920W05/Graeme_Povall_and_Derek_De_Clercq_-_See_how_going_social_can_frive_better_business_results.pdf (page 16)

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