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Exam : **000-M233**

Title : IBM Social Business Solution Sales Mastery Test v1

Version : Demo

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

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: C

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

4.How are people currently operating as we become a smarter planet?
A. Educated, aware and virtualized.
B. Instrumented, intelligent and interconnected.
C. Integratedaligned and virtualized.
D. Segmented, networked and simplified.
Answer: B

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

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, WebTrends, Unica and Omniture, improved self service
B. Lotus Forms Product
C. Business Integration & Predictive Analytics
D. Websphere Commerce Suite
Answer: A

7.An organization is interested in IBM Cognos Business Intelligence, but they say they already have many business intelligence and reporting systems in place.
What is the best way for the sales representative to respond?
A. Cognos allows organizations to select the appropriate roles that match theiruser behaviors.
B. Cognos solutions are designed with the business user in mind, freeing up ITresources and promoting self service.
C. The Cognos Workforce Performance solution is tailored to the specific needsof HR, without requiring IT to create these reports.
D. Cognos was designed to take information from multiple applications and pullit together into a single platform.
Answer: B

8.What is a documented benefit of a personalized web experience?
A. Lower initial cost to develop.
B. Increased conversion rate, increased engagement, broader audience.
C. Decreased complexity for users.
D. Increased viewership driven by product giveaways.
Answer: B

9.What products and/or technologies incorporate ECM content in social and collaborative team A. IBM Content Manager Collaboration Edition.
B. IBM FileNet Content Manager Collaboration Edition.
C. IBM Lotus Connections integrated w/IBM FileNet Content Manager or IBMContent Manager.
D. All of the above.
Answer: A

10.Which Connections service allows distributed teams to complete projects on time and meet goals?
A. Bookmarks
B. Activities
C. Profiles
D. Blogs
Answer: B