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Exam : M2110-233

Title : IBM Social Business Solution Sales
Mastery Test v1

Vendors : IBM

Version : DEMO

NO.1 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

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

NO.2 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

Reference:<http://www-01.ibm.com/software/info/customerexperience/>

NO.3 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 IBMContent Manager.
- D. All of the above.

Answer: A

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

NO.4 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](http://www.nelotus.org/A55CBA/nelotus.nsf/87fde291d7608ada852564c9006eeba5/6747879b836fc19685256c1f001475de/$FILE/Lotus_Connections_3.0_Overview.pdf)(slide 10)

NO.5 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

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

NO.6 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

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

NO.7 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

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

NO.8 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

Reference:<http://www01.ibm.com/software/lotus/products/sametime/appintegration.html>(second row of the table) What capabilities are available out of the box with the IBM Customer Experience Suite?