



IBM

00M-642

ICS Social Software Sales Mastery Test v2

Answer: B

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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