



IBM

M2040-642

ICS Social Software Sales Mastery Test v2

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: C

Reference:

https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0CFYQFjAC&url=https%3A%2F%2Fwww.ibm.com%2Fdeveloperworks%2Fmydeveloperworks%2Ffiles%2Fbasic%2Fanonymous%2Fapi%2Flibrary%2F8ce1a544-9200-419c-b8a6-94021484a9d8%2Fdocument%2F1073540c-a4e3-415d-b87f-8085f3a3c586%2Fmedia&ei=6wH6T76oH8vfsgaq3-zcBQ&usg=AFQjCNF7EvrM_GEJgL46z-rAeGsi-Ib5FA(page 6, Blogs)

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 your entire 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 influencers in your industry.
- D. Strive for the highest number of hits on your Web site.

Answer: C

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