



M5050-716^{Q&As}

IBM MobileFirst Sales Mastery Test v1

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**QUESTION 1**

The IBM Mobile Customer Engagement (Xtify) portfolio includes everything EXCEPT:

- A. XML-formatted documents
- B. Native Push
- C. Rich Push
- D. Web Push
- E. SMS solutions

Correct Answer: A

QUESTION 2

Your client asks you to describe the IBM mobile enterprise development lifecycle approach. Which of these is NOT an accurate description?

- A. The IBM mobile enterprise development lifecycle offers a best practices approach to thinking about mobile development.
- B. It depicts of a series of lifecycle activities, including design and development, instrument, integrate, test, scan and certify, deploy, manage, and obtain insight
- C. Lifecycle activities take place in a continuous, iterative cycle
- D. Every mobile project must include every lifecycle activity

Correct Answer: D

QUESTION 3

Which of the following best describes IBM MobileFirst?

- A. MobileFirst is a portfolio of solutions enabling customers to support the full lifecycle of mobile application development
- B. MobileFirst is an architecture enabling customers to develop a business process solution and requires customers to start by identifying their wireless networking capabilities
- C. MobileFirst is an approach to creating mobile applications for companies that haven't yet built their first mobile application
- D. MobileFirst is an IBM product that enables customers to purchase everything they need to build mobile applications by purchasing a single packaged product

Correct Answer: A



QUESTION 4

Which of the following is NOT considered a characteristic of a mobile leader?

- A. Leaders secure and manage the mobile enterprise to optimize performance
- B. Leaders should not expect to realize ROI from mobile initiatives
- C. Leaders use insights to engage their customers wherever they are
- D. Leaders build apps that unlock core business knowledge

Correct Answer: B

QUESTION 5

The IBM Endpoint Manager Self Service Portal enables which of the following?

- A. Customers to order products on line
- B. Users to download new apps from an app store
- C. Locating and securing lost devices
- D. Download of email to the mobile device

Correct Answer: C

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