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Vendor: IBM

Exam Code: M2040-642

Exam Name: ICS Social Software Sales Mastery Test v2

Version: Demo

QUESTION 1

What are the five IT areas that are listed as transformational technologies in IT?

- A. Hardware, Database, Software, Web 2.0, XML
- B. Mainframe, Departmental, PCs, Internet, Social
- C. Vacuum tube, Transistor, RAM, vRAM, Quantum Effect
- D. Fortran, COBOL, Basic, C++, Java

Correct Answer: B

QUESTION 2

What is happening to an organization's business network?

- A. Changing from the ground up
- B. Creating new sales potentials
- C. Delivering on new promised Web 2.0 ideas
- D. Related computer systems are only involved

Correct Answer: C

QUESTION 3

What design theme allows IBM Connections to be plugged in and accessed from a variety of different software and mobile products?

- A. Social everywhere
- B. Idea center
- C. Social forums
- D. Blogs

Correct Answer: A

QUESTION 4

What is another characteristic of a Social Business other than being engaging and nimble?

- A. Technically strong
- B. Has a strong presence in the Internet
- C. Transparent
- D. Informal

Correct Answer: C

QUESTION 5

Three key attributes to focus on for designing for reputation and risk management are: have a plan, be proactive and fast, and _____.

- A. ensure that strategies are pushed down into the organization
- B. limit access to social media site by employees and partners
- C. do not respond to negative statements in social media sites
- D. be transparent with two-way dialog

Correct Answer: A

QUESTION 6

What plug-in integrates with Lotus Notes and gives the user the ability to update their status within their inbox?

- A. Social Media plug-in
- B. Status Updates plug-in
- C. Notes Integrator plug-in
- D. Media-Share plug-in

Correct Answer: B

QUESTION 7

What can Social Business can be defined as?

- A. A subset of Social Media
- B. Applying social tools across the entire organization for a broader return on investment
- C. External-facing channels that only Public Relations and Marketing utilize
- D. Popular sites like Facebook and Twitter that only distract workers

Correct Answer: B

QUESTION 8

If two companies have the same social business goals (like getting closer to their customers) their strategies can be quite different due to their _____. Remember, _____ eats strategy for lunch!

- A. Location
- B. CEO
- C. Stock price
- D. Culture

Correct Answer: AD

QUESTION 9

What is Web 2.0 all about?

- A. Web 2.0 is about helping clients realize their weaknesses through information sharing and hardware integration.
- B. Web 2.0 is about connecting computers and making technology more efficient for computers.
- C. Web 2.0 is about connecting people and making technology efficient for people.
- D. Web 2.0 is no longer relevant and should not be discussed.

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