

M2180-716^{Q&As}

IBM MobileFirst Sales Mastery Test v1

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QUESTION 1

Which of the following is NOT considered a trend in Mobile Challenges that corporations must address?

- A. LESS support for Open Standards
- B. Device Management
- C. Security
- D. Integration
- Correct Answer: A

QUESTION 2

TRUE or FALSE: Trusteer can be integrated with Worklight projects?

- A. TRUE
- B. FALSE
- Correct Answer: A

QUESTION 3

TRUE or FALSE: IBM MaaS360 can be sold as an on-premise enterprise license or as Software as a Service (SaaS)?

A. TRUE

B. FALSE

Correct Answer: A

QUESTION 4

IBM introduced the Security Access Manager for Mobile appliance in October 2013. Which of the following is NOT provided by Access Manager for Mobile?

- A. Mobile access management.
- B. Federated SSO for software as a service (SaaS) targets such as SalesForce.
- C. Mobile identity assurance.
- D. Help in securing mobile application deployment.

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Correct Answer: B
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QUESTION 5

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 6

Where would you go to find more information on Trusteer Products?

- A. Trusteer Sales Kit
- **B. Trusteer Product Overview**
- C. Trusteer Mobile Datasheet
- D. All of the above
- Correct Answer: D

QUESTION 7

The IBM MaaS360 container enables customers to:

- A. Effectively manage and secure corporate data separate from personal data
- B. Prevents end-user data from being wiped within the container
- C. Stops end users from downloading unapproved applications outside the container.

Correct Answer: A

QUESTION 8

Which of the following is FALSE about IBM Cast Iron:

- A. It integrates to Cloud and on-Premise Applications in days
- B. It is a holistic approach to mobile device management
- C. It Rapid, Flexible and Simple



D. It supports both Virtual and Physical Appliances

Correct Answer: B

QUESTION 9

Which of the following is NOT true how IBM Mobile Customer Engagement (Xtify) helps marketers increase customer engagement and revenue?

A. Ability to send personalized messages to mobile web browsers and mobile app users

B. Enable security and management access to mobile and web applications with single sign-on, session management and context-based access control

C. Ability to send personalized messages to a dynamic set of individuals based on expressed preferences

D. Ability to quickly and easily personalize mobile offers in real-time, and integrate and execute mobile cross-channel marketing campaigns

Correct Answer: B

QUESTION 10

What two key advantages does Test Virtualization provide?

- A. Speeds up the mobile back-end and the User Interface
- B. Simplifies the mobile environment for both Android and iOS
- C. Runs applications faster in a virtual machine
- D. Reduces setup time, operational test environment costs and keeps mobile teams Agile

Correct Answer: AD

QUESTION 11

All of the following are features of IBM Worklight EXCEPT:

- A. Cross-platform development
- B. Secure individual mobile transactions such as payments, credits or debits
- C. Unified push notification architecture.
- D. Control and management of multiple application versions

Correct Answer: B



QUESTION 12

Nearly all Mobile AppDev teams are using Agile methods. What agile capabilities are integrated in DevOps for Mobile\\'s Collaborative Development?

- A. Agile planning, task tracking, source control, and continuous integration builds
- B. User Experience Design, Agile Whiteboarding, Performance Testing
- C. SCRUM Master task boarding
- D. Jira, Subversion, and Jenkins

Correct Answer: A

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