



# M5050-716<sup>Q&As</sup>

IBM MobileFirst Sales Mastery Test v1

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#### QUESTION 1

What product(s) are part of the DevOps for Mobile Continuous Release and Deployment capabilities?

- A. ClearCase, ClearQuest only
- B. Maximo
- C. IBM UrbanCode Deploy, IBM UrbanCode Release
- D. Maven, Jenkins, Subversion

Correct Answer: C

Reference: <http://www.ibm.com/ibm/devops/us/en/deploy/release/>

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#### QUESTION 2

Which target mobile devices can IBM Worklight develop applications for?

- A. iOS, Android, Blackberry and WindowsPhone
- B. iOS, Android, Blackberry and Symbian
- C. iOS, Android and Blackberry
- D. WebOS, iOS, Android, Blackberry, WindowsPhone and Symbian

Correct Answer: A

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#### QUESTION 3

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

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#### QUESTION 4

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

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#### QUESTION 5

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

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#### QUESTION 6

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.

Correct Answer: B

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#### QUESTION 7

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

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### QUESTION 8

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

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### QUESTION 9

IBM Endpoint Manager provides unified device management for:

A. Mobile Devices

B. Desktops

C. Servers

D. All of the above

Correct Answer: D

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### QUESTION 10

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

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#### QUESTION 11

Which type of clients can benefit from IBM MaaS360?

- A. Clients implementing BYOD in their environment
- B. Clients who have multiple mobile operating systems and devices that require management
- C. Clients who are subject to regulatory data privacy requirements
- D. Clients who need to effectively manage telecom expense for corporate owned devices
- E. All of the above

Correct Answer: E

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#### QUESTION 12

Which of the following is NOT a benefit that IBM Mobile Customer Engagement (Xtify) provides marketers to increase customer engagement and revenue?

- A. Providing marketers with simple tools to leverage today's mobile communication channels (including Push Notifications, SMS, Mobile Web push and mobile wallet) to increase brand engagement and differentiation
- B. Continuing customer dialogs seamlessly across devices
- C. Building hybrid applications
- D. Increasing customer understanding through the use of mobile behavioral analytics

Correct Answer: C

Reference: [ftp://ftp.software.ibm.com/software/pdf/xtify/Xtify\\_Acquisition\\_FAQs.pdf](ftp://ftp.software.ibm.com/software/pdf/xtify/Xtify_Acquisition_FAQs.pdf)

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