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00M-642

IBM

ICS Social Software Sales Mastery Test v2est v4

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QUESTION: 1
What are the five IT eras 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

Answer: C

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

Answer: D

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

Answer: B

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

Answer: B

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

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

Answer: D

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

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

Answer: A, D

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.

Answer: C

QUESTION: 10
What in IBM Connections provides "crowd-sourcing" - a great way to gather structured feedback and promote ideas from the community?

A. Information center
B. Forums
C. Profiles
D. Ideation blogs

Answer: C

QUESTION: 11
Which feature of IBM Sametime can be easily translated into quick return on investment for your customers?

A. Reduce travel costs due to meetings and reduced phone line charges from telephony

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