

IBM 00M-233

M233 IBM Social Business Solution Sales Mastery Test

v1

Version: 5.0

QUESTION NO: 1

A social business is _____.

- A. exciting, territorial and aggressive
- B. educational, tenacious and negotiable
- C. engaged, transparent and nimble
- D. exclusive, technical and networked

Answer: C

Reference:<http://www.ibm.com/smarterplanet/us/en/socialbusiness/overview/index.html>

QUESTION NO: 2

Discussion Forums in Connections 3 can be created where?

- A. In your own Profile.
- B. Only in Communities.
- C. As part of an Activity.
- D. Standalone and inside Communities.

Answer: A

Reference:http://infolib.lotus.com/resources/connections/3.0.0/doc/lc300abd001/en_us/html-wrapper.html

QUESTION NO: 3

Companies may use social business to drive enhanced value in which of the following areas?

- A. Quick, collaborative feedback from subject matter experts in their field.
- B. To launch a global brand quickly
- C. Enter new markets.
- D. All of the above.

Answer: A

Reference:<http://www.redbooks.ibm.com/redpapers/pdfs/redp4746.pdf>(page 6)

QUESTION NO: 4

How are people currently operating as we become a smarter planet?

- A. Educated, aware and virtualized.
- B. Instrumented, intelligent and interconnected.
- C. Integrated aligned and virtualized.
- D. Segmented, networked and simplified.

Answer: B

Reference:<http://www.ibm.com/smarterplanet/us/en/overview/ideas/>

QUESTION NO: 5

Online awareness allows place members to see when other members are online. Which of the following products will enable online awareness in Lotus Quickr Places?

- A. Lotus Connections
- B. Lotus Sametime
- C. LotusLive Meetings
- D. IBM WebSphere Portal

Answer: B

Reference:[http://www-01.ibm.com/software/lotus/products/sametime/appintegration.html\(second row of the table\)](http://www-01.ibm.com/software/lotus/products/sametime/appintegration.html(second row of the table))

QUESTION NO: 6

What capabilities are available out of the box with the IBM Customer Experience Suite?

- A. Social integration with Lotus Connections, analytics with Core Metrics, WebTrends, Unica and Omniture, improved self service
- B. Lotus Forms Product
- C. Business Integration & Predictive Analytics
- D. Websphere Commerce Suite

Answer: A

Reference:http://www.ibm.com/ibm/files/Z966856M88920W05/Graeme_Povall_and_Derek_De_Clercq_-_See_how_going_social_can_frive_better_business_results.pdf(page 16)

QUESTION NO: 7

An organization is interested in IBM Cognos Business Intelligence, but they say they already have many business intelligence and reporting systems in place.

What is the best way for the sales representative to respond?

- A. Cognos allows organizations to select the appropriate roles that match their user behaviors.
- B. Cognos solutions are designed with the business user in mind, freeing up IT resources and promoting self service.
- C. The Cognos Workforce Performance solution is tailored to the specific needs of HR, without requiring IT to create these reports.
- D. Cognos was designed to take information from multiple applications and pull it together into a single platform.

Answer: D**Explanation:****QUESTION NO: 8**

What is a documented benefit of a personalized web experience?

- A. Lower initial cost to develop.
- B. Increased conversion rate, increased engagement, broader audience.
- C. Decreased complexity for users.
- D. Increased viewership driven by product giveaways.

Answer: B

Reference:<http://www-01.ibm.com/software/info/customerexperience/>

QUESTION NO: 9

What products and/or technologies incorporate ECM content in social and collaborative team