

# IBM

## Exam M2040-642

### ICS Social Software Sales Mastery Test v2

Version: 6.1

[ Total Questions: 47 ]

**Question No : 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

**Answer: B**

**Question No : 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: C**

**Question No : 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: A**

**Question No : 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: C**

Reference:<http://www.socialbusinessnews.com/what-does-social-business-mean-from-ibm-and-others/>(John Mell from IBM said)

**Question No : 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 No : 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: B**

**Question No : 7**