

# IBM

## Exam M2110-233

### M233 IBM Social Business Solution Sales Mastery Test v1

Version: 7.0

[ Total Questions: 61 ]

**Question No : 1**

Which Connections service allows distributed teams to complete projects on time and meet goals?

- A. Bookmarks
- B. Activities
- C. Profiles
- D. Blogs

**Answer: B**

Reference:

[http://www.nelotus.org/A55CBA/nelotus.nsf/87fde291d7608ada852564c9006eeba5/6747879b836fc19685256c1f001475de/\\$FILE/Lotus\\_Connections\\_3.0\\_Overview.pdf](http://www.nelotus.org/A55CBA/nelotus.nsf/87fde291d7608ada852564c9006eeba5/6747879b836fc19685256c1f001475de/$FILE/Lotus_Connections_3.0_Overview.pdf) (slide 10)

**Question No : 2**

The relatively small percentage of users who create the most social messages about products and services are known as what?

- A. Tippers
- B. Fans
- C. Friends
- D. Reviewers

**Answer: D**

**Question No : 3**

Which model properly represents how business analytics drives better performance?

- A. hypothesis -> testing -> decision making -> performance
- B. data -> trusted information -> decision making -> performance
- C. data -> decision making -> analysis -> performance
- D. prediction -> analysis -> decision making -> performance

**Answer: B**

Reference: <http://www-01.ibm.com/software/analytics/business-intelligence.html> (read the first paragraph and the bulleted points to deduct the answer)

**Question No : 4**

What “out of the box” Lotus Quickr feature can be used, reused, and customized by businesses?

- A. Templates
- B. Web pages
- C. Application widgets
- D. Subscriptions

**Answer: A****Question No : 5**

One facet of the unified communications and collaboration strategy involves the ecosystem and extension model. How does the model apply to Lotus Sametime?

- A. Helps in responding to customer RFP?
- B. You cannot add third-party plug-ins to Sametime.
- C. Embraces the Internet to improve business productivity.
- D. Allows a plug-in framework and integrates with applications and processes.

**Answer: D**

Reference: [http://www-05.ibm.com/ie/presentations/pdf/Unified\\_Communications\\_Portofolio.pdf](http://www-05.ibm.com/ie/presentations/pdf/Unified_Communications_Portofolio.pdf) (slide 9)

**Question No : 6**

What is the major factor that differentiates IBM Cognos products from competing business

analytics methods?

- A. Ability to share findings through collaboration.
- B. Ability to build and automate business processes.
- C. Consistency and accessibility across the entire organization.
- D. Segmented views and processes tailored to specific departments.

**Answer: C**

**Question No : 7**

Which services allow ECM to connect to content located in competitive content repositories?

- A. Content Federation and Integration Services
- B. Business Process Management Services
- C. Compliance Services
- D. Records Management Services

**Answer: A**

Reference: <http://www-01.ibm.com/support/docview.wss?uid=swg27015111&aid=1> (page 5)

**Question No : 8**

According to analysts, what percentage of unstructured information is typically found in an organization?

- A. 20%
- B. 50%
- C. 80%
- D. 90%

**Answer: C**

Reference: [http://en.wikipedia.org/wiki/Unstructured\\_data](http://en.wikipedia.org/wiki/Unstructured_data) (third paragraph, last sentence)

**Question No : 9**

\_\_\_\_\_ is the organizing point for content management for teams, providing multiple access points, content store connectors, and use- case scenarios such as templates and work flows.

- A. Lotus Quickr
- B. Lotus Symphony
- C. Microsoft Explorer
- D. Microsoft Outlook

**Answer: A**

Reference: [http://en.wikipedia.org/wiki/IBM\\_Lotus\\_Quickr](http://en.wikipedia.org/wiki/IBM_Lotus_Quickr)

**Question No : 10**

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

- A. IBM Content Manager Collaboration Edition.
- B. IBM FileNet Content Manager Collaboration Edition.
- C. IBM Lotus Connections integrated w/IBM FileNet Content Manager or IBM Content Manager.
- D. All of the above.

**Answer: A**

Reference: <http://www-01.ibm.com/software/data/cm/cmgr/collaboration-edition/>

**Question No : 11**

Which of the following are key features of the new Sametime 8.5 Meeting Server?