

IBM

Exam M9520-233

M233 IBM Social Business Solution Sales Mastery Test v1

Version: 7.0

[Total Questions: 61]

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Question No:1

The analysis capability of IBM Cognos Business Intelligence is geared toward helping organizations answer which key question?

- **A.** How are we doing?
- **B.** What should we be doing?
- **C.** What are our competitors doing?
- **D.** Why is our business on or off track?

Answer: D

Reference:

https://publications.theseus.fi/bitstream/handle/10024/6755/Bjorn%20Hautamaki_finalthesi s.pdf?sequence=1 (page 13, Reporting and analysis)

Question No: 2

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: 3

Which are the current shifts in the marketplace that are driving the need for businesses to become

social?

- **A.** Smartphones, social networking and social analytics.
- **B.** Economic challenges and aging demographics.



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- **C.** Remote access devices and keeping up with pop culture lifestyles.
- **D.** Connecting entrepreneurs with venture capitalists.

Answer: A

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

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

- A. Easy and quick access to meetings.
- **B.** Simplify scheduling.
- C. Make meetings more effective.
- **D.** All of the above.

Answer: D

Reference: http://www.slideshare.net/Vargroup/lotus-sametime-4751006 (slide 8)

Question No: 6

An organization's journey toward becoming a social business begins with the alignment of



what?

- A. Organizational goals and culture.
- **B.** Executive goals and labor contracts.
- C. Employee compensation model and customer satisfaction.
- **D.** Marketing message and employee networking.

Answer: A

Reference:

ftp://public.dhe.ibm.com/common/ssi/ecm/en/gbd03109usen/GBD03109USEN.PDF (first page)

Question No:7

What are three distinguishing features of Connections 3?

- A. Profiles, Bookmarks, tagging
- B. Wikis, Files, Microblogging
- C. Social Analytics, Idea Blogs, Media Gallery
- D. Activities, Sametime integration

Answer: C

Reference: http://www-01.ibm.com/software/lotus/products/connections/features.html

Question No:8

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:9

Social analytics provides recommendations to the end user in which Connections components?

- A. Home Page, Profiles, and Communities
- B. Bookmarks, Wikis, Activities
- C. Blogs, Files, Forums
- D. Profiles, Wikis, Blogs

Answer: A

Reference: http://www-

01.ibm.com/common/ssi/ShowDoc.jsp?docURL=/common/ssi/rep_ca/4/877/ENUSZP10-0454/index.html&breadCrum=DET001PT022&url=buttonpressed=DET002PT005&specific_index=DET001PEF502&DET015PGL002=DET001PEF011&submit.x=7&submit.y=8%26%239001%3B=en_US (topic: social analytics widgets)

Question No: 10

According to analysts, what percent of managers say they use the wrong information at least once a week?

- **A.** 17%
- **B.** 25%
- C. 42%
- **D.** 65%

Answer: C

Reference: http://newsroom.accenture.com/article_display.cfm?article_id=4484 (4th paragraph)