



# M2180-716<sup>Q&As</sup>

IBM MobileFirst Sales Mastery Test v1

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#### QUESTION 1

Which target mobile devices can IBM Worklight develop applications for?

- A. iOS, Android, Blackberry and WindowsPhone
- B. iOS, Android, Blackberry and Symbian
- C. iOS, Android and Blackberry
- D. WebOS, iOS, Android, Blackberry, WindowsPhone and Symbian

Correct Answer: A

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#### QUESTION 2

TRUE or FALSE: IBM MaaS360 can be sold as an on-premise enterprise license or as Software as a Service (SaaS)?

- A. TRUE
- B. FALSE

Correct Answer: A

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#### QUESTION 3

What two key advantages does Test Virtualization provide?

- A. Speeds up the mobile back-end and the User Interface
- B. Simplifies the mobile environment for both Android and iOS
- C. Runs applications faster in a virtual machine
- D. Reduces setup time, operational test environment costs and keeps mobile teams Agile

Correct Answer: AD

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#### QUESTION 4

Which of the following is NOT an objective of MobileFirst?

- A. Provide capabilities to build true end to end mobile solutions
- B. Decrease electronic mail on desktop devices
- C. Increase workforce productivity
- D. Deepen customer engagement



Correct Answer: B

Reference: <http://www.ibm.com/mobilefirst/us/en/why-ibm-for-mobile/>

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#### QUESTION 5

What are the three DevOps for Mobile automation capabilities?

- A. Code, Unit Test, User Interface Test
- B. Collaborative Development, Continuous Testing, Continuous Release and Deployment
- C. User Experience Design, Agile Whiteboarding, Performance Testing
- D. Continuous Business Planning, Gather requirements, programming

Correct Answer: B

Reference: <http://www.slideshare.net/rogersnook/ibm-mobilefirst-devops-ieg-dc-event> slide 8

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#### QUESTION 6

Where would you go to find more information on Trusteer Products?

- A. Trusteer Sales Kit
- B. Trusteer Product Overview
- C. Trusteer Mobile Datasheet
- D. All of the above

Correct Answer: D

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#### QUESTION 7

What are the DevOps for Mobile Continuous Testing automation capabilities?

- A. Browser Simulator, Unit Test, User Acceptance Test
- B. Selenium Unit Test, UIAndroidTest, Integration Test
- C. Functional Testing, Web Service Functional Testing, Performance Testing, Test Virtualization, and collaborative manual testing
- D. Record and Playback only in device clouds

Correct Answer: C

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### QUESTION 8

What is NOT true about DevOps for Mobile?

- A. DevOps is an Enterprise Capability to Continuously Deliver High Quality Mobile Applications and Rapidly Respond to Feedback.
- B. DevOps is a business process that 86% of organizations think is important or critical
- C. DevOps is something that only 25% of organizations leverage successfully today
- D. DevOps is Coding and Scripting mobile apps into production

Correct Answer: D

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### QUESTION 9

Which of the following is NOT a benefit that IBM Mobile Customer Engagement (Xtify) provides marketers to increase customer engagement and revenue?

- A. Providing marketers with simple tools to leverage today's mobile communication channels (including Push Notifications, SMS, Mobile Web push and mobile wallet) to increase brand engagement and differentiation
- B. Continuing customer dialogs seamlessly across devices
- C. Building hybrid applications
- D. Increasing customer understanding through the use of mobile behavioral analytics

Correct Answer: C

Reference: [ftp://ftp.software.ibm.com/software/pdf/xtify/Xtify\\_Acquisition\\_FAQs.pdf](ftp://ftp.software.ibm.com/software/pdf/xtify/Xtify_Acquisition_FAQs.pdf)

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### QUESTION 10

The IBM Endpoint Manager Self Service Portal enables which of the following?

- A. Customers to order products on line
- B. Users to download new apps from an app store
- C. Locating and securing lost devices
- D. Download of email to the mobile device

Correct Answer: C

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### QUESTION 11

IBM Endpoint Manager provides unified device management for:



- A. Mobile Devices
- B. Desktops
- C. Servers
- D. All of the above

Correct Answer: D

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#### QUESTION 12

Which of the following is NOT considered a characteristic of a mobile leader?

- A. Leaders secure and manage the mobile enterprise to optimize performance
- B. Leaders should not expect to realize ROI from mobile initiatives
- C. Leaders use insights to engage their customers wherever they are
- D. Leaders build apps that unlock core business knowledge

Correct Answer: B

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