



M2180-716^{Q&As}

IBM MobileFirst Sales Mastery Test v1

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QUESTION 1

Which of the following is NOT true how IBM Mobile Customer Engagement (Xtify) helps marketers increase customer engagement and revenue?

- A. Ability to send personalized messages to mobile web browsers and mobile app users
- B. Enable security and management access to mobile and web applications with single sign-on, session management and context-based access control
- C. Ability to send personalized messages to a dynamic set of individuals based on expressed preferences
- D. Ability to quickly and easily personalize mobile offers in real-time, and integrate and execute mobile cross-channel marketing campaigns

Correct Answer: B

QUESTION 2

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

QUESTION 3

Which of the following best describes IBM MobileFirst?

- A. MobileFirst is a portfolio of solutions enabling customers to support the full lifecycle of mobile application development
- B. MobileFirst is an architecture enabling customers to develop a business process solution and requires customers to start by identifying their wireless networking capabilities
- C. MobileFirst is an approach to creating mobile applications for companies that haven't yet built their first mobile application
- D. MobileFirst is an IBM product that enables customers to purchase everything they need to build mobile applications by purchasing a single packaged product

Correct Answer: A



QUESTION 4

AppScan supports full call and data flow analysis for mobile applications with which languages?

- A. HTML, .Net
- B. Java, JavaScript, Object-C
- C. Visual Basic, COBOL
- D. C++, Perl, Cold Fusion

Correct Answer: B

QUESTION 5

Your client asks you to describe the IBM mobile enterprise development lifecycle approach. Which of these is NOT an accurate description?

- A. The IBM mobile enterprise development lifecycle offers a best practices approach to thinking about mobile development.
- B. It depicts of a series of lifecycle activities, including design and development, instrument, integrate, test, scan and certify, deploy, manage, and obtain insight
- C. Lifecycle activities take place in a continuous, iterative cycle
- D. Every mobile project must include every lifecycle activity

Correct Answer: D

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