



**Vendor:** IBM

**Exam Code:** M2040-641

**Exam Name:** IBM Exceptional Web Experience Sales  
Mastery Test v1

**Version:** DEMO

#### QUESTION 1

What is a suggested sales tactic to use when a customer requests a specific point solution for their environment, like "just need an iPhone app for my website, that's all"?

- A. Refer them to Apple's website.
- B. Start lowering the price of your services and software bid.
- C. Invite your technical architect to tell them about developing iPhone apps.
- D. Show them a demo of all the possibilities that an Exceptional Web Experience can offer them.

**Answer: C**

#### QUESTION 2

What is the name of the interactive prospecting tool that you can take your customers through to get a sense of what they need to improve on to become a social business?

- A. WebSphere Portal Zone
- B. ICAT (IBM Collaboration Assessment Tool)
- C. IBM Smarter Planet
- D. Lotus Greenhouse

**Answer: D**

#### Explanation:

<https://greenhouse.lotus.com/wpsgh/wcm/connect/lotus+greenhouse/lotus+greenhouse+next+site/home/lgh+next+homepage>

#### QUESTION 3

What is a general definition of an IBM WebSphere Portal Industry Template?

- A. It is a website-in-a-box
- B. It is a downloadable PDF document
- C. It is an introductory-priced services engagement
- D. It is the fullest featured offering of WebSphere Portal

**Answer: A**

#### QUESTION 4

What development tool can create template-based portlets as well as mobile applications for WebSphere Portal?

- A. IBM Web Content Manager
- B. IBM Lotus Domino Designer
- C. IBM Mashup Center
- D. IBM Web Experience Factory

**Answer: D**

#### QUESTION 5

At a high level, WebSphere Portal allows you to \_\_\_\_\_.

- A. defragment unbuffered sectors, optimize disk storage, integrate RAID devices
- B. create pivot tables, summarize column data, paste across multiple cells
- C. integrate content, applications and processes; reach out to a wide variety of devices, and engage users so they can create, target, socialize, optimize and realize.
- D. color sample across images, retouch blurry photos, create freehand mask selections

**Answer: C**

**Explanation:**

<http://www.ibm.com/developerworks/websphere/zones/portal/newto/> (What can I do with Websphere portal)

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