



**Vendor:** IBM

**Exam Code:** M2110-233

**Exam Name:** IBM Social Business Solution Sales Mastery  
Test v1

**Version:** DEMO

#### QUESTION 1

A social business is \_\_\_\_\_.

- A. exciting, territorial and aggressive
- B. educational, tenacious and negotiable
- C. engaged, transparent and nimble
- D. exclusive, technical and networked

**Answer: C**

**Explanation:**

<http://www.ibm.com/smarterplanet/us/en/socialbusiness/overview/index.html>

#### QUESTION 2

Discussion Forums in Connections 3 can be created where?

- A. In your own Profile.
- B. Only in Communities.
- C. As part of an Activity.
- D. Standalone and inside Communities.

**Answer: C**

**Explanation:**

[http://infolib.lotus.com/resources/connections/3.0.0/doc/lc300abd001/en\\_us/html-wrapper.html](http://infolib.lotus.com/resources/connections/3.0.0/doc/lc300abd001/en_us/html-wrapper.html)

#### QUESTION 3

Companies may use social business to drive enhanced value in which of the following areas?

- A. Quick, collaborative feedback from subject matter experts in their field.
- B. To launch a global brand quickly
- C. Enter new markets.
- D. All of the above.

**Answer: A**

**Explanation:**

<http://www.redbooks.ibm.com/redpapers/pdfs/redp4746.pdf> (page 6)

#### QUESTION 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**

**Explanation:**

<http://www.ibm.com/smarterplanet/us/en/overview/ideas/>

#### QUESTION 5

Online awareness allows place members to see when other members are online. Which of the following products will enable online awareness in Lotus Quickr Places?

- A. Lotus Connections
- B. Lotus Sametime
- C. LotusLive Meetings
- D. IBM WebSphere Portal

**Answer: B**

**Explanation:**

[http://en.wikipedia.org/wiki/IBM\\_Lotus\\_Sametime](http://en.wikipedia.org/wiki/IBM_Lotus_Sametime)

#### **QUESTION 6**

What capabilities are available out of the box with the IBM Customer Experience Suite?

- A. Social integration with Lotus Connections, analytics with Core Metrics, Web Trends, Unica and Omniture, improved self service
- B. Lotus Forms Product
- C. Business Integration & Predictive Analytics
- D. Websphere Commerce Suite

**Answer: A**

**Explanation:**

[http://www.ibm.com/ibm/files/Z966856M88920W05/Graeme\\_Povall\\_and\\_Derek\\_De\\_Clercq\\_-\\_See\\_how\\_going\\_social\\_can\\_frive\\_better\\_business\\_results.pdf](http://www.ibm.com/ibm/files/Z966856M88920W05/Graeme_Povall_and_Derek_De_Clercq_-_See_how_going_social_can_frive_better_business_results.pdf) (page 16)

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