Vendor:IBM

Exam Code:M5050-716

Exam Name:IBM MobileFirst Sales Mastery Test v1

Version: Demo

QUESTION 1

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 2

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

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

QUESTION 4

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

QUESTION 5

IBM introduced the Security Access Manager for Mobile appliance in October 2013. Which of the following is NOT provided by Access Manager for Mobile?

A. Mobile access management.

B. Federated SSO for software as a service (SaaS) targets such as SalesForce.

C. Mobile identity assurance.

D. Help in securing mobile application deployment.

Correct Answer: B

QUESTION 6

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 7

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

QUESTION 8

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/

QUESTION 9

IBM Endpoint Manager provides unified device management for:

A. Mobile Devices

B. Desktops

C. Servers

D. All of the above

Correct Answer: D

QUESTION 10

The IBM Mobile Customer Engagement (Xtify) portfolio includes everything EXCEPT:

A. XML-formatted documents

B. Native Push

C. Rich Push

D. Web Push

E. SMS solutions

Correct Answer: A

QUESTION 11

TRUE or FALSE: Trusteer can be integrated with Worklight projects?

A. TRUE

B. FALSE

Correct Answer: A

QUESTION 12

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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