

Pass4sure .M2180-716 (36Questions)

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M2180-716

IBM MobileFirst Sales Mastery Test v1

- a) I studied this dump and passed my exam with 900 marks.
- b) It's still valid and there are a lot of fresh and updated questions. But if you know the answers of that dump you will succeed easily because the questions are similar.
- c) I think This VCe is a ray of hope to pass the exam in first attempt with great scores.
- d) It is appreciable that this dump has made the entire process very easy for taking exam.
- e) Try this, It's perfect in every aspect.

Exam A

QUESTION 1

Which of the following is FALSE about IBM Cast Iron:

- A. It integrates to Cloud & on-Premise Applications in days
- B. It is a holistic approach to mobile device management
- C. It Rapid, Flexible and Simple
- D. It supports both Virtual and Physical Appliances

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

answer is valid.

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 3

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

Section: (none)

Explanation

Explanation/Reference:

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

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 5

Tealeaf CX Mobile optimizes customer experiences of their mobile channel for all users EXCEPT:

- A. mobile web
- B. HTML5-based sites
- C. hybrid app
- D. in-car dashboard & navigation screens
- E. native apps

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <http://www-03.ibm.com/software/products/en/cx-mobile>

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 7

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

Section: (none)

Explanation

Explanation/Reference:

Okay,.

QUESTION 8

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
Section: (none)
Explanation

Explanation/Reference:

QUESTION 9

Nearly all Mobile AppDev teams are using Agile methods. What agile capabilities are integrated in DevOps for Mobile's Collaborative Development?

- A. Agile planning, task tracking, source control, and continuous integration builds
- B. User Experience Design, Agile Whiteboarding, Performance Testing
- C. SCRUM Master task boarding
- D. Jira, Subversion, and Jenkins

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 10

All of the following are features of IBM Worklight EXCEPT:

- A. Cross-platform development
- B. Secure individual mobile transactions such as payments, credits or debits
- C. Unified push notification architecture.
- D. Control and management of multiple application versions

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

Okay,.

QUESTION 11

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

Section: (none)

Explanation

Explanation/Reference:

proper answer.

QUESTION 12

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

Section: (none)

Explanation

Explanation/Reference:

Okay,.

QUESTION 13

The IBM MaaS360 container enables customers to:

- A. Effectively manage and secure corporate data separate from personal data
- B. Prevents end-user data from being wiped within the container
- C. Stops end users from downloading unapproved applications outside the container.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

exact answer.

QUESTION 14

Which of the following is NOT considered a trend in Mobile Challenges that corporations must address?

- A. LESS support for Open Standards
- B. Device Management
- C. Security
- D. Integration

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

answer is right.

QUESTION 15

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 16

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

- A. TRUE
- B. FALSE

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 17

Which of the following is NOT true regarding how Tealeaf CX Mobile helps quantify revenue impact and segmentation?

- A. Deliver ad hoc mobile segmentation with real-time drag-and-drop analysis by specific mobile user behaviors or device attributes.
- B. Create cross-channel messages in one place
- C. Create segmentation analyses based on mobile attributes, such as device manufacturer, operating system, browser type, screen resolution and others.
- D. Share and distribute reports to management and key stakeholders.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03162usen/ZZD03162USEN.PDF>

QUESTION 18

What product(s) are part of the DevOps for Mobile Continuous Release & Deployment capabilities?

- A. ClearCase, ClearQuest only
- B. Maximo
- C. IBM UrbanCode Deploy, IBM UrbanCode Release
- D. Maven, Jenkins, Subversion

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Reference: <http://www.ibm.com/ibm/devops/us/en/deploy/release/>

QUESTION 19

What are the three DevOps for Mobile automation capabilities?

- A. Code, Unit Test, User Interface Test
- B. Collaborative Development, Continuous Testing, Continuous Release & Deployment

- C. User Experience Design, Agile Whiteboarding, Performance Testing
- D. Continuous Business Planning, Gather requirements, programming

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

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

QUESTION 20

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 21

TRUE or FALSE: Tealeaf CX Mobile is an add-on to the Tealeaf CX platform?

- A. TRUE
- B. FALSE

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: <http://www-03.ibm.com/software/products/en/cx-mobile>

QUESTION 22

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 23

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 24

What IDEs would help a client build software across the entire mobile user experience including back-end systems?

- A. Free Worklight Developer Edition
- B. Eclipse
- C. IntelliJ and Eclipse
- D. Worklight (mobile UI), RAD/RSA (WebSphere), and/or RDz/RDPower

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

nice.

QUESTION 25

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

Section: (none)

Explanation

Explanation/Reference:

Reference: ftp://ftp.software.ibm.com/software//pdf/xtify/Xtify_Acquisition_FAQs.pdf

QUESTION 26

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

Section: (none)

Explanation

Explanation/Reference:

answer is fresh.

QUESTION 27

IBM Endpoint Manager provides unified device management for:

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

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

fine answer.

QUESTION 28

Which of the following is TRUE about MobileFirst?

- A. MobileFirst enables customers to create mobile apps for only the Android and iOS operating environments
- B. MobileFirst is made up exclusively of software developed internally by IBM
- C. MobileFirst has four primary components Application & Data Platform, Management, Security and Analytics
- D. MobileFirst does not enable customers to analyze an application for potential security risks prior to deployment

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

real answer.

QUESTION 29

IBM Security Access Manager for Mobile can use which of the following factors to enforce context-aware authorization?

- A. Device fingerprinting.
- B. Geographic location.
- C. IP reputation scores.
- D. All of the above.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: http://www-01.ibm.com/common/ssi/printableversion.wss? docURL=/common/ssi/rep_sm/2/872/ENUS5725-L52/index.html

QUESTION 30

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 31

Which of the following is NOT part of the four part strategic approach to helping mobile enterprises put their businesses in motion?

- A. Transform
- B. Engage
- C. Synergize
- D. Build
- E. Optimize

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

up to dated answer.

QUESTION 32

Which type of clients can benefit from IBM MaaS360?

- A. Clients implementing BYOD in their environment
- B. Clients who have multiple mobile operating systems and devices that require management
- C. Clients who are subject to regulatory data privacy requirements
- D. Clients who need to effectively manage telecom expense for corporate owned devices
- E. All of the above

Correct Answer: E

Section: (none)

Explanation

Explanation/Reference:

QUESTION 33

What are all the possible types of mobile application outputs that Worklight can be used to produce?

- A. Hybrid, Native and HTML5.
- B. Hybrid
- C. Native and HTML5
- D. Hybrid and Native

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Okay,.

QUESTION 34

What is the major enhancement in AppScan 8.7 for mobile security?

- A. Support for Blackberry applications
- B. Support for touch screen mobile devices
- C. Integration with Worklight
- D. Support for Objective-C

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Okay,.

QUESTION 35

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

Section: (none)

Explanation

Explanation/Reference:

Okay,.

QUESTION 36

IBM MaaS360 can be deployed in less than 10 minutes by the user?

- A. TRUE
- B. FALSE

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

updated answer.