



M5050-716^{Q&As}

IBM MobileFirst Sales Mastery Test v1

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QUESTION 1

IBM Endpoint Manager provides unified device management for:

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

Correct Answer: D

QUESTION 2

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 3

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

QUESTION 4



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

QUESTION 5

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

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