



# EndExam

## QUESTION & ANSWER

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**Exam** : **M2180-716**

**Title** : IBM MobileFirst Sales  
Mastery Test v1

**Version** : DEMO

1.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

**Answer: B**

2.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

**Answer: B**

3.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

**Answer: A**

4.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

**Answer: A**

5.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

**Answer: B**