



Vendor: IBM

Exam Code: M2180-716

Exam Name: IBM MobileFirst Sales Mastery Test v1

Version: DEMO

QUESTION 1

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

Answer: A

QUESTION 2

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

Answer: D

QUESTION 3

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

Answer: C

Explanation:

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

QUESTION 4

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

Answer: C

Explanation:

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

QUESTION 5

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

Answer: A

QUESTION 6

IBM Endpoint Manager provides unified device management for:

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

Answer: D

QUESTION 7

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

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