



M5050-716^{Q&As}

IBM MobileFirst Sales Mastery Test v1

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QUESTION 1

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 and 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

QUESTION 2

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

QUESTION 3

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

- A. TRUE
- B. FALSE

Correct Answer: A

QUESTION 4

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

QUESTION 5

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

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