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Exam : **M5050-716**

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