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**Exam :** M2040-642

**Title :** ICS Social Software Sales Mastery  
Test v2

**Vendors :** IBM

**Version :** DEMO

NO.1 Three key attributes to focus on for designing for reputation and risk management are:  
have a plan, be  
proactive and fast, and \_\_\_\_\_.

- A. ensure that strategies are pushed down into the organization
- B. limit access to social media site by employees and partners
- C. do not respond to negative statements in social media sites
- D. be transparent with two-way dialog

Answer: A

NO.2 What is another characteristic of a Social Business other than being engaging and nimble?

- A. Technically strong
- B. Has a strong presence in the Internet
- C. Transparent
- D. Informal

Answer: C

NO.3 What design theme allows IBM Connections to be plugged in and accessed from a variety of different software and mobile products?

- A. Social everywhere
- B. Idea center
- C. Social forums
- D. Blogs

Answer: A

NO.4 What is happening to an organization s business network?

- A. Changing from the ground up
- B. Creating new sales potentials
- C. Delivering on new promised Web 2.0 ideas
- D. Related computer systems are only involved

Answer: C

NO.5 What are the five IT eras that are listed as transformational technologies in IT?

- A. Hardware, Database, Software, Web 2.0, XML
- B. Mainframe, Departmental, PCs, Internet, Social
- C. Vacuum tube, Transistor, RAM, vRAM, Quantum Effect
- D. Fortran, COBOL, Basic, C++, Java

Answer: B