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Exam : **00M-641**

Title : IBM Exceptional Web Experience Sales Mastery Test v1

Version : Demo

1.What is a suggested sales tactic to use when a customer requests a specific point solution for their environment, like “Just need an iPhone app for my website that’s all”?
A. Refer them to Apple's website.
B. Start lowering the price of your services and software bid.
C. Invite your technical architect to tell them about developing iPhone apps.
D. Show them a demo of all the possibilities that an Exceptional Web Experience can offer them.
Answer: C

2.What is the name of the interactive prospecting tool that you can take your customers through to get a sense of what they need to improve on to become a social business.?
A. WebSphere Portal Zone
B. ICAT (IBM Collaboration Assessment Tool)
C. IBM Smarter Planet
D. Lotus Greenhouse
Answer: D

3.What is a general definition of an IBM WebSphere Portal Industry Template?
A. It is a website-in-a-box
B. It is a downloadable PDF document
C. It is an introductory-priced services engagement
D. It is the fullest featured offering of WebSphere Portal
Answer: A

4.What development tool can create template-based portlets as well as mobile applications for WebSphere Portal?
A. IBM Web Content Manager
B. IBM Lotus Domino Designer
C. IBM Mashup Center
D. IBM Web Experience Factory
Answer: D

5.At a high level, WebSphere Portal allows you to _____.
A. defragment unbuffered sectors, optimize disk storage, integrate RAID devices
B. create pivot tables, summarize column data, paste across multiple cells
C. integrate content, applications and processes; reach out to a wide variety of devices, and engage users so they can create, target, socialize, optimize and realize.
D. color sample across images, retouch blurry photos, create freehand mask selections
Answer: C