



# M5050-716<sup>Q&As</sup>

IBM MobileFirst Sales Mastery Test v1

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**QUESTION 1**

Your client asks you to describe the IBM mobile enterprise development lifecycle approach. Which of these is NOT an accurate description?

- A. The IBM mobile enterprise development lifecycle offers a best practices approach to thinking about mobile development.
- B. It depicts of a series of lifecycle activities, including design and development, instrument, integrate, test, scan and certify, deploy, manage, and obtain insight
- C. Lifecycle activities take place in a continuous, iterative cycle
- D. Every mobile project must include every lifecycle activity

Correct Answer: D

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**QUESTION 2**

What are the DevOps for Mobile Continuous Testing automation capabilities?

- A. Browser Simulator, Unit Test, User Acceptance Test
- B. Selenium Unit Test, UIAndroidTest, Integration Test
- C. Functional Testing, Web Service Functional Testing, Performance Testing, Test Virtualization, and collaborative manual testing
- D. Record and Playback only in device clouds

Correct Answer: C

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**QUESTION 3**

Which of the following is FALSE about IBM Cast Iron:

- A. It integrates to Cloud and on-Premise Applications in days
- B. It is a holistic approach to mobile device management
- C. It Rapid, Flexible and Simple
- D. It supports both Virtual and Physical Appliances

Correct Answer: B

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**QUESTION 4**

Which of the following is NOT considered a trend in Mobile Challenges that corporations must address?



- A. LESS support for Open Standards
- B. Device Management
- C. Security
- D. Integration

Correct Answer: A

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#### 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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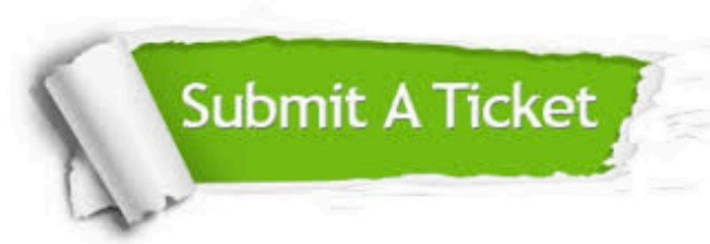
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