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**Vendor:**Cisco

**Exam Code:**650-663

**Exam Name:**Cisco SP Video Sales Specialist for AM

**Version:**Demo

**QUESTION 1**

The competitive advantage that Cisco has over all its competitors in the HFC segment is which of these?

- A. hyperfocus on headend optics
- B. bundle with handsets
- C. end-to-end focus
- D. strong single-product focus

Correct Answer: C

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**QUESTION 2**

What is the Cisco recommended redundancy scheme?

- A. 1+1
- B. Keep a spare on site.
- C. I+N
- D. M+N

Correct Answer: A

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**QUESTION 3**

Cisco Media Processor prepares linear video to be distributed in which three formats? (Choose three.)

- A. Microsoft Smooth Streaming
- B. HTTP progressive download
- C. Adobe Dynamic Streaming
- D. Apple HTTP Live Streaming
- E. TFTP

Correct Answer: ACD

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**QUESTION 4**

What are the four components that make up the Cisco Videoscape Media Suite?

- A. Content Manager, Encode Manager, Distributor and i Player
- B. Content Manager, Entitlement, Publisher, and Player
- C. Encode Manager, Entitlement, Distribution, and STB
- D. Content Manger, Entitlement, Distribution, and STB

Correct Answer: B

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#### **QUESTION 5**

Which device can multiplex and change formats of MPEG-2 programs?

- A. encoder
- B. DCM
- C. IRD
- D. STB

Correct Answer: B

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#### **QUESTION 6**

What is the advantage of a universal edge QAM?

- A. allows for both analog and digital video to share the same QAM modulator
- B. decreases the cost of QAM modulation
- C. increases the cost of QAM modulation
- D. allows for both VoIP and data to share the same QAM modulator

Correct Answer: D

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#### **QUESTION 7**

What is DPI?

- A. Digital Primary Initiator
- B. Digital Program Information
- C. Digital Program Insertion

D. Digital Primary Indicator

Correct Answer: C

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**QUESTION 8**

What is the function of an integrated receiver/decoder?

- A. multiplex MPEG programs
- B. receive programs for display on a television
- C. receive and decode satellite signals
- D. receive and decode IPsec signals

Correct Answer: B

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**QUESTION 9**

Which compression standard is supported by the DCMG?

- A. HJ64
- B. MPEG-2
- C. JPEG 2000
- D. MPEG-4

Correct Answer: C

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**QUESTION 10**

What is the airflow architecture in the Cisco D9036?

- A. Front to back
- B. side to side
- C. front to side
- D. back to front

Correct Answer: A

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**QUESTION 11**

What is the primary advantage of MPEG-4 part 10 over MPEG-2?

- A. MPEG-4 uses twice the bandwidth
- B. MPEG-2 can have more programs.
- C. MPEG-4 part 10 uses half the bandwidth.
- D. MPEG-2 can have fewer programs.

Correct Answer: C

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**QUESTION 12**

Which device can transcode from MPEG-2 to MPEG-4?

- A. D9034
- B. D9036
- C. W650
- D. DCM

Correct Answer: A

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