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**Vendor:**IBM

**Exam Code:**M2040-725

**Exam Name:**IBM Kenexa Talent Acquisition Sales  
Mastery Test v1

**Version:**Demo

**QUESTION 1**

According to the audio recording, when talking to prospects in the Retail industry, which one of the following capabilities of a Kenexa recruiting solution should NOT be emphasized?

- A. Deep expertise with many, large retail clients
- B. The inclusion of assessments to easily identify and hire the best talent
- C. The ability to source engineering talent
- D. Mobile recruiting component of 2x BrassRing

Correct Answer: C

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**QUESTION 2**

Which of the following best describes a common need for a Talent Acquisition System?

- A. Attract and source top talent
- B. Attract, source and hire top talent
- C. Attract, source, engage, hire and retain top talent
- D. Source and hire top talent

Correct Answer: C

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**QUESTION 3**

What is the typical sales cycle for a Kenexa 2x Brass Ring solution?

- A. 3-5 months
- B. 6-9 months
- C. 9-12 months
- D. 12 months

Correct Answer: A

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**QUESTION 4**

How much time does it take for managers to become productive in a new job?

- A. 4-6 weeks

- B. 8-10 weeks
- C. 12-16 weeks
- D. 18-22 weeks

Correct Answer: A

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#### **QUESTION 5**

What is the typical implementation time for a 2x BrassRing System?

- A. 8 weeks-12 months
- B. 1 month -6 months
- C. 2 weeks -3 months
- D. 6 months -1 year

Correct Answer: C

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#### **QUESTION 6**

According to the audio recording, which of the following Kenexa 2x Onboard features offers easily quantifiable cost savings for US based customers?

- A. 30-60-90 day check ins
- B. Electronic Signature support
- C. Zero transactions costs for 1-9 processing
- D. Support for 20 languages

Correct Answer: A

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#### **QUESTION 7**

According to Jeanne Meister of Forbes.com, how frequently are Millennial likely to change jobs in their lifetime?

- A. 1 to 5 times
- B. 5to10times
- C. 10 to 15 times
- D. 15 to 20 times

Correct Answer: C

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### QUESTION 8

According to the audio recording, which of the following best differentiates Kenexa 2X BrassRing as a Talent Acquisition System?

- A. Innovator in the marketplace
- B. World-class customer support
- C. SaaS based system
- D. Unique combination of technology, content and services

Correct Answer: D

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### QUESTION 9

Which of the following describes the process of bringing a worker into a position and providing all necessary tools with a goal of becoming productive as soon as possible?

- A. Provisioning
- B. Time-to-productivity
- C. eVerify
- D. Onboarding

Correct Answer: D

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### QUESTION 10

According to the audio recording, what is an effective way of displacing an incumbent applicant tracking system?

- A. Uncover the client's need for an onboarding system and then bundle Kenexa 2x BrassRing and Kenexa 2x Onboard.
- B. Describe why Kenexa 2x BrassRing is superior to the client's current ATS.
- C. Demo Kenexa 2x BrassRing.
- D. Justify the cost of the Kenexa 2x Onboard with the cost savings associated with no longer using a transaction based 1-9 processor

Correct Answer: A

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### QUESTION 11

There is an opportunity cost associated with positions that are not filled. According to ERE.net, what is the average cost

of a vacancy/open position within an organization?

- A. \$7,000-\$12,000 per week
- B. \$700-\$1,200 per week
- C. \$7,000-\$12,000 per day
- D. \$700-\$1,200 per day

Correct Answer: C

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#### **QUESTION 12**

When is the best time to source candidates for an organization?

- A. When a job becomes vacant
- B. 2-3 weeks before a job becomes vacant
- C. 2-3 months before a job becomes vacant
- D. Continuously

Correct Answer: B

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