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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, what key trend influences why organizations choose both an Applicant Tracking System and an Onboarding system?

- A. Retiring home-grown systems
- B. HR Transformation
- C. Sourcing -proactive pipelining of candidates for critical job families
- D. Moving away from HRIS onboarding solution

**Correct Answer: C**

**QUESTION 2**

Which of the following is an important market differentiator of Kenexa's Applicant Tracking System?

- A. Applicant Ranking
- B. OFCCP Compliance and EEO-1 reporting
- C. Integrated social sourcing
- D. Integrated job description database

**Correct Answer: C**

**QUESTION 3**

According to the audio recording, which of the following client business challenges might signal a recruiting opportunity?

- A. Integrating new employees from a recent acquisition
- B. Developing a compensation strategy to attract the right talent
- C. The need to rapidly onboard new employees
- D. Poor employee retention rates

**Correct Answer: D**

**QUESTION 4**

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**

**QUESTION 5**

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**

**QUESTION 6**

According to the audio recording, what factors contribute to calculating turnover cost associated with a bad hire?

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