C2080-470 Q&As

IBM Unica Campaign V8.5

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QUESTION 1

A Unica Campaign deployment on a UNIX operating system requires access to a customer data source in a Teradata Database. To access the Teradata data source, which database environment variable needs to be defined in the Campaign startup script?

A. ODBC

B. ODBCINI

C. TD_DBPATH

D. TD_DBHOME

Correct Answer: B

QUESTION 2

In an SSL-enabled deployment of Unica Campaign Listener, what is the required format for the security certificate?

A. PEM

B. JKS

C. DER

D. XML

Correct Answer: A

QUESTION 3

While adding a custom offer attribute, a specialist needs to use a form element type in order to allow addition of list items from within edit forms for a user at a later time when they are creating offers using the template containing this attribute. Which form element type should be used?

A. Text Field - String

B. Select Box - String

C. Text Field - Numeric

D. Text Field - Currency

Correct Answer: B

QUESTION 4

Which of the following does NOT contain important inputs to gather for sizing an initial Campaign hardware and

database size installation?

A. Contact History use; Output preservation period

B. Expected CPU utilization; Actual flowchart file sizes

C. Expected number of users; whether "In Database Processing" will be used

D. Number of planned concurrent users; Whether "Strategic Segments" will be used

Correct Answer: B

QUESTION 5

The Unica Campaign/Platform system has been configured for Single Sign-On (SSO) access. Where are the passwords for the user logins stored?

A. Unica Campaign

B. Unica Marketing Platform

C. Web Access Control Platform

D. Web Access Control Platform and Unica Marketing Platform

Correct Answer: C

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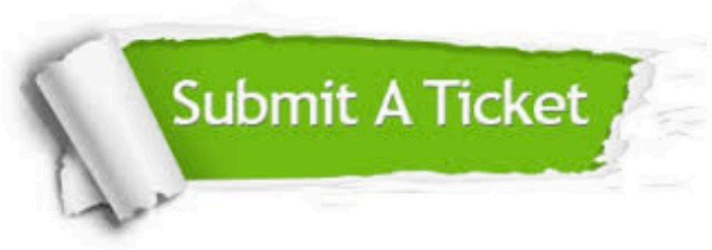

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