M2080-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What is one ofthe business problems that the Unica PredictiveInsight EMM product addresses?

A. Displaying, in real time, the right message to present in inbound marketing channels.

B. Building better customer relationships through more relevant interactions based ondata mining and predictive modeling.

C. Displaying to the user all the connections in their enterprise systems.

D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

Reference:http://www.unica.com/products/predictive-analytics.htms

QUESTION 2

Which IBM product bridges marketing and sellingfor the Coremetrics EMM product?

A. Sterling Commerce

B. WebSphere Commerce

C. Unica

D. ILOG

Correct Answer: B

Reference: http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce

QUESTION 3

What is the value proposition of the Unica Leads product offering?

A. To deliver quality leads in a timely manner.

B. Tocreate new market channels through leads generation.

C. To offer new product offerings through channel marketing.

D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: http://www.unica.com/products/lead-managment.htm

QUESTION 4

What is one of the main competitors for IBM\\\'s EMM offerings in the marketplace?

A. Teradata

B. IndustryTrends

C. OpenAnalytics

D. NetTrends

Correct Answer: A

Reference: http://crmsearch.com/aprimo-teradata.php

QUESTION 5

What types of customers are using IBM Unica EMM products?

A. Automotive customers.

B. Online and bricks-and-mortar retail industry customers.

C. Oil and gas industry customers.

D. Heavy industrial customers.

Correct Answer: B

Reference: http://www.unica.com/customers/case-studies.htm

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