



# M2090-743<sup>Q&As</sup>

IBM Big Data and Analytics Sales Mastery v2

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#### QUESTION 1

Which of the following describes machine data?

- A. It comes in large volumes
- B. It may be time-sensitive
- C. It can be combined with enterprise data
- D. All of the above

Correct Answer: A

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#### QUESTION 2

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

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#### QUESTION 3

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow and analyze data in order to stay competitive and grow their business.
- C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.
- D. Our customers want to have a single view of the customer and maintain the '\golden\' record of enterprise information that will be '\pushed\' to every application that needs that information.

Correct Answer: A

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#### QUESTION 4

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.



- A. Structured External
- B. Structured Internal
- C. Unstructured Internal
- D. Unstructured - External

Correct Answer: B

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#### QUESTION 5

In which industries is personalization of product bundles and service a relevant project for Enhanced 360?

- A. Banking
- B. Retail
- C. Telco
- D. All of the above

Correct Answer: A

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