



M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

IBM Sterling Order Management enables commerce across a _____.

- A. Dynamic Business Network
- B. Wide Area Network
- C. Storage Area Network
- D. EDI Network

Correct Answer: A

Reference: <http://www-142.ibm.com/software/products/us/en/category/SWH00> (topic: order management)

QUESTION 2

In order to price a deal using the IBM Sterling quoting capability, what deal knowledge is required by selling partners?

- A. The number of selling partners who will use Field Sales.
- B. PVUs required in order to run IBM Sterling Quotes.
- C. The number of internal sales people who will use Field Sales.
- D. Millions of quote lines per year created by selling partners.

Correct Answer: B

QUESTION 3

The key value proposition of WebSphere Commerce Precision Marketing engine is to allow businesses to _____.

- A. budget and plan marketing campaigns across channels
- B. build an ongoing dialog with shoppers using triggers and actions
- C. deliver a personalized shopping experience based on user identity
- D. leverage marketing analytics to tune marketing activities

Correct Answer: B

Reference: <http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel-precisionmarketing-overview/> (key features)



QUESTION 4

What are approval rules?

- A. Rules that if triggered approve discounts given on a quote.
- B. Rules that determine who has to approve next.
- C. Rules that are programmed into the system to facilitate approval workflow.
- D. Rules that determine if an approval is necessary for a quote.

Correct Answer: D

Reference: http://www-05.ibm.com/cz/events/ibmforum2012/pdf/1_S-Commerce_2_13-55_Product-Perspective_H-Erdem.pdf (slide 24, second last bulleted point)

QUESTION 5

WebSphere Commerce helps businesses to deliver and manage BRAND EXPERIENCE across which of the following channels and touchpoints?

- A. All direct channels.
- B. All direct channels including mobile touchpoints.
- C. Both direct and extended channels like social networks.
- D. Web, mobile, call center, and in-store.

Correct Answer: C

Reference: http://www-01.ibm.com/software/genservers/commerce/commerce_enhancements_v7/ (see What we offer and check mobile commerce and social commerce)

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