



M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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IBM Sterling OM provides a single order repository that enables a user to modify, update or track all orders real-time for what type of channel?

- A. Field Sales
- B. Retail Store
- C. Call Center
- D. Any combination of channels.

Reference: <http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (Page 5, table1)

Dynamic instantiation of configurable models supports which type of configuration challenge?

- A. Measurement driven configurations
- B. Visualization of configurations
- C. Delta Bill of Material calculations
- D. Nested Configurations

Reference:

[http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.visua](http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.visua%2FVmDynamicInstantiation.html)

What business models does WebSphere Commerce support?

- A. B2C eCommerce
- B. B2C and B2B eCommerce
- C. B2C, B2B and indirect selling including B2B2C
- D. B2C, B2B and Supply Chain



Correct Answer: C

Reference: <http://www.redbooks.ibm.com/redbooks/pdfs/sg247588.pdf>

QUESTION 4

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 5

Which of the following components is included in the standard IBM Sterling Order Management solution bundle?

- A. Pricing and Promotions
- B. Global Inventory Visibility
- C. Product Configurator
- D. Marketing

Correct Answer: B

Reference: <http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (page 4, third last bulleted point on the page)

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