



# M8010-238<sup>Q&As</sup>

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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### QUESTION 1

In which of the core business areas of the Smarter Commerce initiative does IBM Sterling Order Management solution fit into?

- A. Buy
- B. Market
- C. Sell and Service
- D. Service

Correct Answer: A

Reference: [http://www.ibm.com/smarterplanet/us/en/smarter\\_commerce/overview/#body\\_service](http://www.ibm.com/smarterplanet/us/en/smarter_commerce/overview/#body_service)

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### QUESTION 2

What component of IBM Sterling Order Management allows companies to efficiently handle returns and exchange processes?

- A. Sterling Collaboration Network
- B. Reverse Logistics
- C. Sourcing and Scheduling
- D. Vendor Management

Correct Answer: B

Reference: <http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (Page 6, 3rd paragraph)

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### QUESTION 3

What are the 2 Smart Applications examples for IBM Sterling CPQ?

- A. Provides Discount Advisor for sales people and calculates Customer Ratings for dynamic approval limits.
- B. Provides Discount Advisor for sales people and many CPQ related standard reports.
- C. CPQ Datamart and CPQ standard reports.
- D. Approval sequence and Customer Ratings for dynamic approval limits.

Correct Answer: A

Reference: [ftp://ftp.software.ibm.com/software/commerce/Sterling\\_customers/IBM\\_Sterling\\_Selling\\_and\\_Fulfillment\\_Suite\\_Helps\\_You\\_Improve\\_FINAL.pdf](ftp://ftp.software.ibm.com/software/commerce/Sterling_customers/IBM_Sterling_Selling_and_Fulfillment_Suite_Helps_You_Improve_FINAL.pdf) (slide 15 and 16)

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#### QUESTION 4

What is a key marketing capability in the WebSphere Commerce platform?

- A. Marketing experimentation (a/b testing)
- B. Marketing resource management
- C. Marketing analytics
- D. Campaign planning

Correct Answer: D

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#### 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/](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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