



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

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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### QUESTION 1

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 2

What functionality supports Move Add Cancel Delete (MACD) process for service configurations?

- A. Lock contracted prices.
- B. Execute date validations.
- C. Comparison of current with new/changed configurations.
- D. All of the above

Correct Answer: C

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### QUESTION 3

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

Correct Answer: A

Reference:

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

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#### QUESTION 4

In what phase of the Smarter Commerce lifecycle does IBM Sterling Configure Price Quote (CPQ) solution fit into?

- A. Sourcing and procurement of goods and services.
- B. Servicing customer needs across multiple channels.
- C. Selling and fulfillment across channels.
- D. Personalization and marketing across all channels.

Correct Answer: C

Reference: <http://www-01.ibm.com/software/commerce/products/configure-price-quote/>

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#### QUESTION 5

What does WebSphere Commerce "Customer Interaction Platform" strategy enables businesses to do?

- A. Sell on the web.
- B. Sell across multiple channels.
- C. Connect web and in-store experience.
- D. Monitor all customer interactions.

Correct Answer: B

Reference: <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.admin.doc%2Fconcepts%2Fcoverall.htm> (second paragraph)

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