M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

Which role is part of the executive role, for the target audience, for the Coremetrics product?

A. VP Finance

B. CMO

C. VP Engineering

D. CFO

Correct Answer: B

Explanation: Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

QUESTION 2

Which IBM product bridges marketing and sellingfor the Coremetrics EMM product?

A. Sterling Commerce

B. WebSphere Commerce

C. Unica

D. ILOG

Correct Answer: B

Reference: http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce

QUESTION 3

What is one of the business problems that the Unica Campaign EMM solution product addresses?

A. Displaying to the user all the connections in their enterprise systems.

B. Determining thetotal ROI and investment required for a campaign.

C. Determining, in real time, the right message to present in inbound marketing channels.

D. Displaying the total cost of ownership of a marketing campaign.

Correct Answer: C

Reference: http://www.unica.com/products/campaign-management.htm

QUESTION 4

Which of these business problems is one that an IBM EMM product solves?

A. Database through-put

B. Staffing requirements

C. Event detection

D. Sales forecasting

Correct Answer: D

QUESTION 5

What does the Unica eMessage engine allow the IBM customer to do?

A. Add email authoring and execution of the marketing campaign using the Unica eMessage engine.

B. Research the marketing campaign to see where users come from geographically.

C. Display search results obtained by a user using the Unica eMessage engine.

D. Select distinct customers from the Internet that are using the Unica eMessage engine.

Correct Answer: A

Reference:http://www.unica.com/products/email-marketing.htm

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