M8010-238 Q&As

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

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 2

What are the characteristics that ensure best performance and scalability of the configuration engine?

A. Stateless design

B. Model caching

C. Both A and B

D. Runtime XML files for models

Correct Answer: A

QUESTION 3

How do today\\'s customers interact with a brand?

A. Customers expect the brand to provide a seamless and consistent cross-channel experience.

B. Customers expect a dedicated and independent system for each channel for more focused service.

C. Customers are increasing using only a single channel for all their interactions.

D. None of the above.

Correct Answer: A

Reference:

ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_b rochure.pdf

(page 2, second paragraph, right column)

QUESTION 4

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 5

WebSphere Commerce platform empowers business users to manage the brand experience using which of the following tools?

A. WebSphere Commerce Admin Console

B. Management Center tools

C. Starter Stores

D. Rational Application Development tools

Correct Answer: B

Reference: http://www-01.ibm.com/software/genservers/commerce/socialcommerce/ (third paragraph on the page right after bulleted points)

QUESTION 6

How does WebSphere Commerce support the business need of running multiple sites or micro-sites?

A. Starter store sites

B. Extended sites

C. Widgets

D. Site Management Tools

Correct Answer: B

Reference: http://www-01.ibm.com/software/genservers/commerce/extended/ (Overview, first paragraph)

QUESTION 7

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%

2Fc_VM_DynamicInstantiation.html

QUESTION 8

The ability to have multiple quotes assigned to a single opportunity enables sales people to _____.

A. find the optimal price point of a quote

B. handle approvals of quotes

C. make quote negotiations more effective since alternative quotes can be presented to a prospect

D. Both A and B.

Correct Answer: D

QUESTION 9

What product(s) from the IBM Sterling Configure Price Quote (CPQ) bundle are required to provide product configurator capabilities through a Web Channel?

A. All the products of the IBM Sterling CPQ bundle.

B. IBM Sterling Configurator add-on to WebSphere Commerce.

C. IBM Sterling Configurator Order Management add-on.

D. The channel usage does not determine what products of the IBM Sterling CPQ bundle are needed.

Correct Answer: B

Reference: http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.com merce.sterlingconfigurator.doc%2Ftasks%2Ftya_installvm.htm

QUESTION 10

What are manual pricing rules?

A. Pricing rules that are automatically applied to a quote by the system.

B. Pricing rules that are suggested by the system for a sales rep to use in a quote.

C. Pricing rules that always require approval by a sales manager if applied.

D. Pricing rules that allow discounting of shipping costs.

Correct Answer: B

Reference:

http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.gettin gstarted.doc%

2Fgettingstarted.html

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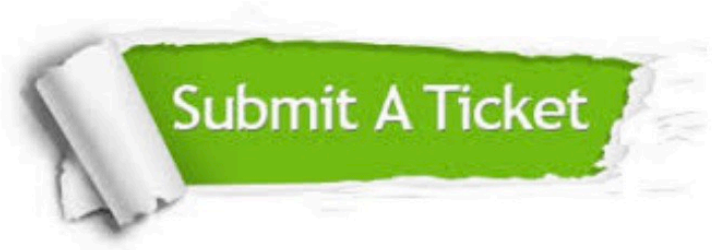

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