



# 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 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>

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### QUESTION 3

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 4

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](ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_b_rochure.pdf)

(page 2, second paragraph, right column)

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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. Any B2C touchpoint, excluding B2B.
- B. Web only.
- C. Web, mobile, call center, in-store, and extended channels such as social networks.
- D. WebSphere Commerce does not manage the customer experience.

Correct Answer: C

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