



M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What can an IBM customer do with the Unica EMM solution?

- A. Marketers can plan, design, execute, measure, and analyze multi-wave, cross-channel, and highlypersonalized marketing campaigns.
- B. Marketers can rationalize marketing costs as associated to ROI value of their marketing campaigns.
- C. Marketers can create marketing adware that targets IBM customers automatically from the IBM marketing catalog.
- D. Marketers can create a list of select services that SOA application services will interact with in their marketing campaigns.

Correct Answer: A

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

QUESTION 2

What fundamental change is marketing going through with respect to an EMM product solution?

- A. Shared media convergence influences old distribution channels.
- B. Internet no longer applies to how consumersbuy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Correct Answer: D

QUESTION 3

How is the IBM product ILOG used in the EMM solution?

- A. It can be used as part of the selling phase of the EMM solution.
- B. It can be used as part of the marketing phase of the EMM solution.
- C. It can be used as part of the initial phase of the EMM solution.
- D. It can be used as part of the fulfillment phase of the EMM solution.

Correct Answer: B

QUESTION 4

What types of customers are using IBM Unica EMM products?



- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

QUESTION 5

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

Correct Answer: C

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