

Exam : **000-M88**

Title : IBM Unica Enterprise
Marketing Operations
Technical Mastery Test v1

Version : DEMO

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1. In Unica Marketing Operations, which of the following is a requirement for linked Programs and Plans?

- A. Must have the same owner.
- B. Must have the same security policy.
- C. Must have the same status.
- D. Must have the same effective date.

Answer: B

2. In Unica Marketing Operations, a user can generate single-object reports, such as Revision History or Approval Responses. Where are these reports available for Projects, Programs and Plans?

- A. Workflow tab
- B. Summary tab
- C. Custom tab
- D. Analysis tab

Answer: D

3. Which of the following data redistribution methods generally results in the fastest query times?

- A. Co-located joins
- B. Single redistribution joins
- C. Double redistribution joins
- D. Broadcast joins

Answer: A

4. In a Unica Marketing Operations Project Details view, what tab displays all modifications made to the Project or Request since its creation?

- A. Summary
- B. Tracking
- C. Analytics
- D. Budget

Answer: C

5. In Unica Marketing Operations, how many templates can a customer have for digital assets?

- A. One
- B. Three
- C. Five
- D. Ten

Answer: A

6. In Unica Marketing Operations, a user can link to a Campaign only if:

- A. The user is an administrator.
- B. The user has both Unica Marketing Operations and Unica Campaign installed.
- C. The user has Campaign permissions.
- D. The user sets the Project to Linked status.

Answer: B

7. In Unica Marketing Operations, what type of budget planning is particularly useful if a plan has predictable expenses from year to year?

- A. Bottom up budget.
- B. Top down budget.
- C. Master budget.
- D. Cash budget.

Answer: B

8. In Unica Marketing Operations, where does a user go to view the marketing object types for a Project?

- A. In the Workflow.
- B. In the Project Summary Tab.
- C. In the marketing object template.
- D. On the marketing object list page.

Answer: D

9. In Unica Marketing Operations, what is/are the key capability/capabilities for Accounts?

- A. Define the hierarchy of accounts and subaccounts.
- B. Fund or allocate money to the account, at the beginning of a fiscal period.
- C. Track estimated and actual withdrawals from those accounts, by time period.
- D. All of the above.

Answer: D

10. In Unica Marketing Operations, where does a user - who has permission - go to view a Plan's status, Program areas, and security policy?

- A. Settings menu
- B. Attachments tab
- C. Summary tab
- D. Project home page

Answer: C

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