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QUESTION 1

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 2

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

QUESTION 3

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

QUESTION 4

What does WebSphere Commerce "Customer Interaction Platform" strategy enables businesses to do?

A. Sell on the web.

B. Sell across multiple channels.

C. Connect web and in-store experience.

D. Monitor all customer interactions.

Correct Answer: B

Reference: http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.com merce.admin.doc%2Fconcepts%2Fcovoverall.htm (second paragraph)

QUESTION 5

What type of capability is NOT provided by Delivery and Services Scheduling?

A. Ability to schedule appointment at the time of creating an order.

B. Ability to determine the best delivery crew or service provider.

C. Ability to setup warranty based annual service maintenance schedules.

D. Ability to connect Inventory availability with crew availability.

Correct Answer: B

Reference:

http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03092usen/ZZD03092USEN.PDF (page 1, second

paragraph, page 2, first paragraph)

QUESTION 6

What are the key trends driving the Commerce space?

A. Customers expect highly personalized and rich interaction.

B. Businesses are becoming product-centric.

C. Customers want to simplify shopping by using one channel for a given transaction.

D. None of the above.

Correct Answer: A

QUESTION 7

What are approval rules?

A. Rules that if triggered approve discounts given on a quote.

B. Rules that determine who has to approve next.

C. Rules that are programmed into the system to facilitate approval workflow.

D. Rules that determine if an approval is necessary for a quote.

Correct Answer: D

Reference: http://www-05.ibm.com/cz/events/ibmforum2012/pdf/1_S-Commerce_2_13- 55_Product-Prespective_H-Erdem.pdf (slide 24, second last bulleted point)

QUESTION 8

What types of changes CANNOT be done in the CPQ on Cloud deployment mode?

A. Configuration of foundation and channels.

B. Interfaces to 3rd party software packages.

C. UI stylesheets

D. Extend DB

Correct Answer: B

QUESTION 9

IBM Sterling CPQ has customers in many different verticals. Which combination of verticals reflects most accurately, the CPQ customers?

A. Manufacturing, High Tech, Communication/Media/Entertainment, LifeScience, and Education.

B. Communication/Media/Entertainment/ LifeScience, High Tech, Pharma, Consumer.

C. LifeScience, Manufacturing, Construction, Communication/Media/Entertainment/ Consumer.

D. Manufacturing, High Tech, Communication/Media/Entertainment/ LifeScience, Consumer.

Correct Answer: A

Reference:

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

ogmgmtconcepts.doc%2Fc_AssignCustomersToEntitlements.html (see the first bulleted point on the page)

QUESTION 10

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

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