M2080-241^Q&As

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

Which IBM product bridges marketing and sellingfor the Coremetrics EMM product?

A. Sterling Commerce

B. WebSphere Commerce

C. Unica

D. ILOG

Correct Answer: B

Reference: http://en.wikipedia.org/wiki/IBM_WebSphere_Commerce

QUESTION 2

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 3

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 4

What is the value proposition of the Unica Leads product offering?

A. To deliver quality leads in a timely manner.

B. Tocreate new market channels through leads generation.

C. To offer new product offerings through channel marketing.

D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: http://www.unica.com/products/lead-managment.htm

QUESTION 5

What is one of the main competitors for IBM\\'s EMM offerings in the marketplace?

A. Teradata

B. IndustryTrends

C. OpenAnalytics

D. NetTrends

Correct Answer: A

Reference: http://crmsearch.com/aprimo-teradata.php

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