

M2090-743^{Q&As}

IBM Big Data and Analytics Sales Mastery v2

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QUESTION 1

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

QUESTION 2

A major differentiator for the Watson Foundations is:

- A. Ability to analyze structured data
- B. Analytics and Governance throughout
- C. Open source Hadoop
- D. All of the above

Correct Answer: C

QUESTION 3

What is InfoSphere Streams?

- A. In memory database for optimized queries and fast results
- B. Business Intelligence (BI) tool built on rules designed for speed
- C. In memory processing of all data for fast analytics
- D. Big data solution specifically for fast analysis of social data

Correct Answer: D

QUESTION 4

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow and analyze data in

order to stay competitive and grow their business.

C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.

D. Our customers want to have a single view of the customer and maintain the '\golden\' record of enterprise information that will be '\pushed\' to every application that needs that information.

Correct Answer: A

QUESTION 5

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

A. Structured External

B. Structured Internal

C. Unstructured Internal

D. Unstructured - External

Correct Answer: B

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