

M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

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 2

In order to price a deal using the IBM Sterling quoting capability, what deal knowledge is required by selling partners?

- A. The number of selling partners who will use Field Sales.
- B. PVUs required in order to run IBM Sterling Quotes.
- C. The number of internal sales people who will use Field Sales.
- D. Millions of quote lines per year created by selling partners.

Correct Answer: B

QUESTION 3

The key value proposition of WebSphere Commerce Precision Marketing engine is to allow businesses to _____.

- A. budget and plan marketing campaigns across channels
- B. build an ongoing dialog with shoppers using triggers and actions
- C. deliver a personalized shopping experience based on user identity
- D. leverage marketing analytics to tune marketing activities

Correct Answer: B

Reference: <http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel-precisionmarketing-overview/> (key features)

QUESTION 4

In what phase of the Smarter Commerce lifecycle does WebSphere Commerce solution fit into?

- A. Sourcing and procurement of goods and services.
- B. Servicing customer needs across multiple channels.
- C. Selling and fulfillment across channels.
- D. Personalization and marketing across all channels

Correct Answer: C

QUESTION 5

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>

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