



M2080-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

Who are the decision makers for using the CoremetricsEMM product?

- A. Practitioners
- B. Board of Directors
- C. Executives
- D. Users

Correct Answer: C

QUESTION 2

What is one of the EMM offerings called that allows the customer to understand and prospect behavior across all online channels?

- A. Transformation analytics
- B. Open media performance
- C. Channel performance
- D. Web and digital analytics

Correct Answer: D

Reference: <http://measure.coremetrics.com/corem/getform/reg/wp-driving-value-from-your-multichannel-data>

QUESTION 3

Which of these business problems is one that an IBM EMM product solves?

- A. Database through-put
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

Correct Answer: D

QUESTION 4

What is the main objective of the EMM solution for IBM customers?



- A. Power the success of every marketing organization with innovative technology solutions.
- B. Entertain new business prospects by adapting legacy systems.
- C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.
- D. Decentralization of content in the marketplace.

Correct Answer: A

QUESTION 5

How does Coremetrics interact with other products?

- A. Coremetrics does not interact with other products.
- B. Coremetrics uses IBM middleware SaaS products to interact with other products.
- C. Coremetrics is a software service and can be called by other products.
- D. Coremetrics supports communication with other products using a shared data source.

Correct Answer: C

Reference:

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.admin.doc%2Fconcepts%2Fcnwebanalytics.htm>

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