



# M2080-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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#### QUESTION 1

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

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#### QUESTION 2

What is one of the business problems that the Unica Predictive Insight EMM product addresses?

- A. Displaying, in real time, the right message to present in inbound marketing channels.
- B. Building better customer relationships through more relevant interactions based on data mining and predictive modeling.
- C. Displaying to the user all the connections in their enterprise systems.
- D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

Reference: <http://www.unica.com/products/predictive-analytics.htm>

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#### QUESTION 3

Who are the decision makers for using the Coremetrics EMM product?

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

Correct Answer: C

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#### QUESTION 4

What is one tool that allows the IBM partner to progress customer deals?



- A. Advance customers by one-on-one meetings.
- B. Advance customers by instituting phased sales initiatives.
- C. Advance customers by initiating sales marketing initiatives.
- D. Advance customers by investing in marketing, content, and products.

Correct Answer: A

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#### QUESTION 5

What is one of the typical groups of people that IBM markets to?

- A. Server administrators
- B. Marketing and IT leaders
- C. Programmers
- D. IT installers

Correct Answer: B

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