M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget

B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget

C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application. Confirmation of Budget

D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Correct Answer: B

QUESTION 2

Which statement characterizes the value of IBM SPSS Modeler for predictive customer analytics?

A. IBM SPSS Modeler helps an organization track a customer interaction throughout the system.

B. IBM SPSS Modeler helps an organization capture data through surveys and social media.

C. IBM SPSS Modeler helps an organization understand customer data and take the right action when acquiring, retaining and/or growing customer value.

D. IBM SPSS Modeler helps an organization build and monitor self-service portals.

Correct Answer: B

QUESTION 3

Which is NOT a core differentiator for IBM SPSS Modeler?

A. Open source.

B. Easy to learn, visual interface.

C. Open and scalable architecture.

D. Power and automation.

Correct Answer: A

QUESTION 4

Which capability is part of IBM SPSS Modeler Premium?

A. Entity Analytics Unleashed

B. Text Analytics

C. Social Media Analytics

D. All of the above

Correct Answer: B

QUESTION 5

What is NOT a key competitive differentiator of IBM SPSS Modeler based on product feature/functionality?

A. Automated modeling and data preparation

B. Intuitive visual interface

C. Scorecards and dashboards

D. Open and scalable architecture

Correct Answer: C

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