



M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which is the primary value of IBM SPSS Modeler?

- A. To uncover hidden patterns and relationships in data.
- B. To test specific hypotheses.
- C. To craft effective and eye-catching surveys.
- D. To improve the management of analytical assets.

Correct Answer: A

Reference: <http://public.dhe.ibm.com/common/ssi/ecm/en/imw14282usen/IMW14282USEN.PDF>

QUESTION 2

Which statement is false?

- A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.
- B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to IBM SPSS Modeler Gold.
- C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.
- D. IBM SPSS Statistics is an add-on to Modeler Gold.

Correct Answer: D

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QUESTION 3

Which description of value would be correct to share when speaking with Sales and Marketing Executives about IBM SPSS Modeler?

- A. Improve customer intimacy, Improve cross sell close rate, Improve customer retention
- B. Improve customer growth, Improve customer retention, Improve visualization
- C. Enhanced process monitoring, Advanced use of business rules, Real time feedback
- D. Improve customer intimacy, Improve customer lifetime value, Improve customer retention

Correct Answer: A

QUESTION 4



What components are included in the IBM SPSS Modeler Gold bundle?

- A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
- B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C

QUESTION 5

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Correct Answer: B

Reference: <http://www-01.ibm.com/software/analytics/spss/products/modeler/>

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