



# M2090-743<sup>Q&As</sup>

IBM Big Data and Analytics Sales Mastery v2

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#### QUESTION 1

The IBM Watson Foundations are made up of different data zones that match to different data analysis needs.

- A. True
- B. False

Correct Answer: A

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#### QUESTION 2

Which of the following describes machine data?

- A. It comes in large volumes
- B. It may be time-sensitive
- C. It can be combined with enterprise data
- D. All of the above

Correct Answer: A

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#### QUESTION 3

If a prospect states that in general the Data Warehouse Era is over, what would be a good reply?

- A. Yes, most Data Warehouses are obsolete.
- B. Yes, but we have enterprise ready Hadoop.
- C. No, newer technologies are improving current Data Warehouses performance and functionality.
- D. No, Hadoop is not a proven technology and could easily fail to meet expectations.

Correct Answer: B

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#### QUESTION 4

Typically social media is characterized as {structured or unstructured} data and is located {internal or external} to an organization. Choose the correct combination.

- A. Structured External
- B. Structured Internal
- C. Unstructured Internal



D. Unstructured - External

Correct Answer: B

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#### QUESTION 5

What are compelling reasons for a business to act on modernization?

- A. IT has significant staffing levels that attempt to manage data complexity
- B. Data Warehouse capabilities are not keeping up with business expectations
- C. Their competitors are leveraging big data
- D. B and C

Correct Answer: C

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