



M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

IBM Sterling CPQ has customers in many different verticals. Which combination of verticals reflects most accurately, the CPQ customers?

- A. Manufacturing, High Tech, Communication/Media/Entertainment, LifeScience, and Education.
- B. Communication/Media/Entertainment/ LifeScience, High Tech, Pharma, Consumer.
- C. LifeScience, Manufacturing, Construction, Communication/Media/Entertainment/ Consumer.
- D. Manufacturing, High Tech, Communication/Media/Entertainment/ LifeScience, Consumer.

Correct Answer: A

Reference:

<http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.catal>

[ogmgmtconcepts.doc%2Fc_AssignCustomersToEntitlements.html](#) (see the first bulleted point on the page)

QUESTION 2

How can you make Business flows configurable and adaptive in Order Management?

- A. By doing a value chain analysis.
- B. By altering the process model.
- C. With customization.
- D. With change request management.

Correct Answer: C

QUESTION 3

In what phase of the Smarter Commerce lifecycle does WebSphere Commerce solution fit into?

- A. Sourcing and procurement of goods and services.
- B. Servicing customer needs across multiple channels.
- C. Selling and fulfillment across channels.
- D. Personalization and marketing across all channels

Correct Answer: C



QUESTION 4

The key value proposition of WebSphere Commerce Precision Marketing engine is to allow businesses to _____.

- A. budget and plan marketing campaigns across channels
- B. build an ongoing dialog with shoppers using triggers and actions
- C. deliver a personalized shopping experience based on user identity
- D. leverage marketing analytics to tune marketing activities

Correct Answer: B

Reference: <http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel-precisionmarketing-overview/> (key features)

QUESTION 5

What does WebSphere Commerce "Customer Interaction Platform" strategy enables businesses to do?

- A. Sell on the web.
- B. Sell across multiple channels.
- C. Connect web and in-store experience.
- D. Monitor all customer interactions.

Correct Answer: B

Reference: <http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.admin.doc%2Fconcepts%2Fcovoverall.htm> (second paragraph)

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