



M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: <http://www.unica.com/products/lead-managment.htm>

QUESTION 2

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

QUESTION 3

What is one of the business problems that the Unica Campaign EMM solution product addresses?

- A. Displaying to the user all the connections in their enterprise systems.
- B. Determining the total ROI and investment required for a campaign.
- C. Determining, in real time, the right message to present in inbound marketing channels.
- D. Displaying the total cost of ownership of a marketing campaign.

Correct Answer: C

Reference: <http://www.unica.com/products/campaign-management.htm>

QUESTION 4

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

QUESTION 5

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

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