



M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

What is one of the major industries that the EMM solution targets?

- A. Oil and gas industry
- B. Financial services industry
- C. Aerospace industry
- D. Automotive industry

Correct Answer: B

Reference: <http://www.slideshare.net/RussellRosen/enterprise-marketing-management- emm-overview-2627543>

QUESTION 2

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

Correct Answer: B

Explanation: Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

QUESTION 3

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

- A. Displaying, in real time, the right message to present in inbound marketing channels.
- B. Building better customer relationships through more relevant interactions based on data mining and predictive modeling.
- C. Displaying to the user all the connections in their enterprise systems.
- D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

Reference: <http://www.unica.com/products/predictive-analytics.htm>



QUESTION 4

Which of these business problems is one that an IBM EMM product solves?

- A. Database through-put
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

Correct Answer: D

QUESTION 5

Who are the influencers for using the Coremetrics EMM product?

- A. Practitioners
- B. Managers
- C. Executives
- D. Board of Directors

Correct Answer: B

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