

Vendor: IBM

Exam Code: M2050-238

Exam Name: IBM Commerce Solutions Selling/Order
Mgmt Sales Mastery Test v1

Version: Demo

Question No : 1

IBM Sterling OM provides a single order repository that enables a user to modify, update or track all orders real-time for what type of channel?

- A. Field Sales
- B. Retail Store
- C. Call Center
- D. Any combination of channels.

Answer: D

Reference: <http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (Page 5, table1)

Question No : 2

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.

Answer: A

Reference:

http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.catalogmgmtconcepts.doc%2Fc_AssignCustomersToEntitlements.html (see the first bulleted point on the page)

Question No : 3

IBM Sterling Configurator can be integrated with other applications. What specific characteristic makes it easy to accomplish such integrations?

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- A. Configurator engine design is based on open standards such as XML and JAV
 - B. Configurator engine has great performance and scalability characteristics.
 - C. Configurator engine is a stateless engine.
 - D. All of the above.

Answer: B

Reference:

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/zzd03084usen/ZZD03084USEN.PDF> (page 2, table, first row)

Question No : 4

The ability to have multiple quotes assigned to a single opportunity enables sales people to _____.

- A. find the optimal price point of a quote
- B. handle approvals of quotes
- C. make quote negotiations more effective since alternative quotes can be presented to a prospect
- D. Both A and B.

Answer: D

Explanation:

Question No : 5

How do today's customers interact with a brand?

- A. Customers expect the brand to provide a seamless and consistent cross-channel experience.
- B. Customers expect a dedicated and independent system for each channel for more focused service.
- C. Customers are increasing using only a single channel for all their interactions.
- D. None of the above.

Answer: A

Reference:

ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_b

Question No : 6

WebSphere Commerce platform empowers business users to manage the brand experience using which of the following tools?

- A. WebSphere Commerce Admin Console
- B. Management Center tools
- C. Starter Stores
- D. Rational Application Development tools

Answer: B

reference: <http://www-01.ibm.com/software/genservers/commerce/socialcommerce/> (third paragraph on the page right after bulleted points)

Question No : 7

WebSphere Commerce helps businesses to deliver and manage BRAND EXPERIENCE across which of the following channels and touchpoints?

- A. All direct channels.
- B. All direct channels including mobile touchpoints.
- C. Both direct and extended channels like social networks.
- D. Web, mobile, call center, and in-store.

Answer: C

Reference: http://www-01.ibm.com/software/genservers/commerce/commerce_enhancements_v7/ (see What we offer and check mobile commerce and social commerce)

Question No : 8

IBM Sterling Order Management was built for multi-enterprise business processes in which of the following business models?

- A. B2B
- B. B2C
- C. B2B, B2C
- D. B2B, B2C, B2B2B, B2B2C

Answer: C

Reference: <http://www-01.ibm.com/software/genservers/commerceproductline/> (first paragraph, last sentence)

Question No : 9

What are the 2 Smart Applications examples for IBM Sterling CPQ?

- A. Provides Discount Advisor for sales people and calculates Customer Ratings for dynamic approval limits.
- B. Provides Discount Advisor for sales people and many CPQ related standard reports.
- C. CPQ Datamart and CPQ standard reports.
- D. Approval sequence and Customer Ratings for dynamic approval limits.

Answer: A

reference:

ftp://ftp.software.ibm.com/software/commerce/Sterling_customers/IBM_Sterling_Selling_and_Fulfillment_Suite_Helps_You_Improve_FINAL.pdf (slide 15 and 16)

Question No : 10

How does WebSphere Commerce support the business need of running multiple sites or micro-sites?

- A. Starter store sites
- B. Extended sites
- C. Widgets
- D. Site Management Tools

Answer: B

Reference: <http://www-01.ibm.com/software/genservers/commerce/extended/> (Overview, first paragraph)

Question No : 11

IBM Sterling Order Management enables commerce across a _____.

- A. Dynamic Business Network
- B. Wide Area Network
- C. Storage Area Network
- D. EDI Network

Answer: A

Reference: <http://www-142.ibm.com/software/products/us/en/category/SWH00> (topic: order management)

Question No : 12

What type of capability is NOT provided by Delivery and Services Scheduling?

- A. Ability to schedule appointment at the time of creating an order.
- B. Ability to determine the best delivery crew or service provider.
- C. Ability to setup warranty based annual service maintenance schedules.
- D. Ability to connect Inventory availability with crew availability.

Answer: B

Reference:

<http://public.dhe.ibm.com/common/ssi/ecm/en/zzd03092usen/ZZD03092USEN.PDF> (page 1, second paragraph, page 2, first paragraph)