

Vendor: IBM

Exam Code: P2080-088

Exam Name: IBM Unica Enterprise Marketing Operations
Technical Mastery Test v1

Version: Demo

Question No : 1

In Unica Marketing Operations; where are custom tabs created for the ProjectDetails view?

- A. In the Project details view.
- B. Within the Project Summary Tab.
- C. Within a Project Request.
- D. In the project template.

Answer: D

Question No : 2

How does a user customize the Unica Marketing Operations Workflow timeline view?

- A. UseWorkflow timeline menu.
- B. Change the Workflow status to Edit and select View.
- C. Use the Layout link in the Workflow tab.
- D. User must have permission to customize a timeline view.

Answer: C

Question No : 3

When a Unica Marketing Operations ProjectRequest is returned by a recipient, what actions can the user who created the request do?

- A. Cancel only
- B. Redraft or Cancel
- C. Ignore the returned request and create the Project.
- D. Redraft only

Answer: B

Question No : 4

In Unica Marketing Operations, which business process is described as a structure that

contains all the information related to developing and executing one or more related marketing deliverables or initiatives?

- A. Program
- B. Plan
- C. Project
- D. Request

Answer: C

Question No : 5

In Unica Marketing Operations, where does a user set their user interface so that it provides them with the ability to view and receive project information that is relevant only to them?

- A. Settings menu under Project.
- B. Options icon under Project.
- C. Mainmenu under Project.
- D. Project Summary tab.

Answer: B

Question No : 6

In a Unica Marketing Operations Workflow, what scheduling mode is used when a user establishes the schedule as the official schedule that is updated regularly? (This mode enables project managers to capture the official schedule)

- A. Baseline
- B. Current
- C. Up-to-date
- D. Initial

Answer: C

Question No : 7

What happens to a task when a user is editing the task in Unica Marketing Operations?

- A. Project status changes to Locked.
- B. Task cannot be viewed by other users.
- C. Task is locked, no other user can edit it.
- D. Task is locked to users except any user with permissions to edit the Task.

Answer: D

Question No : 8

What is the name of the temporary state where Unica Marketing Operations Projects that are completed or cancelled can be re-activated by a user who has a rights to do so? (The user can then update the project information and then change the state back to its previous state "completed" or "cancelled".)

- A. Inactive
- B. InReconciliation
- C. On Hold
- D. Pending

Answer: B

Question No : 9

For Unica Marketing Operations Programs, where does a user find a list of all child projects for the program? (This list shows the name of the project, the name of the project owners, the project ID, the date and time when the last person updated the project, the target start and end dates and the project status)

- A. Summary tab
- B. Settings menu
- C. Global dashboard
- D. Attachments tab

Answer: A

Question No : 10

In a Unica Marketing Operations Project Details view, what tab captures key metrics for a Project? (Metrics are helpful in determining how the Project is performing.)

- A. Analytics
- B. Tracking
- C. Summary
- D. Budget

Answer: B

Question No : 11

In Unica Marketing Operations, which reusable object is described as any electronically stored document that you may want to use or reference in a marketing program?

- A. Marketing object
- B. Digital assets
- C. Images
- D. Approvals

Answer: B

Question No : 12

In Unica Marketing Operations, what information is used for management reports and analysis? (A customer can view this information type on the Tracking tab for plans, programs and projects.)

- A. Metrics
- B. Workflows
- C. Performance indicators
- D. Business data

Answer: A

Question No : 13

Throughout Unica Marketing Operations, there are standard and custom tabs, and each of these contain fields. Any fields that are required have a red, double asterisk (**) next to them. What happens if you do not complete these fields?

- A. Error Message displays
- B. Alert appears
- C. Default is used
- D. It is left blank with no error message.

Answer: A

Question No : 14

In order to set the Unica Marketing Operations basic, analysis, project options, tasks, and approval options, what menu do you go to in UnicaMarketing Operations?

- A. Project Management menu
- B. Options menu
- C. Campaign menu
- D. Settings menu

Answer: D

Question No : 15

In Unica Marketing Operations, what is the initial business process status for an object that has just been created?

- A. InProgress
- B. On Hold
- C. Open
- D. Not Started

Answer: D

Question No : 16

In Unica Marketing Operations, which business process is described as an activity that captures the objectives of a given business unit/area, for a given period of time (typically measured yearly or quarterly)?

- A. Program
- B. Plan
- C. Project
- D. Request

Answer: B

Question No : 17

In Unica Marketing Operations, in what policy does an administrator set up function grants or blocks to identify what each type of user can or cannot do?

- A. Admin
- B. User
- C. Security
- D. Roles

Answer: C

Question No : 18

What Project tab in Unica Marketing Operations would a customer use to add and remove Project roles?

- A. Custom tab
- B. People
- C. Workflow
- D. Digital Assets

Answer: B

Question No : 19