



M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

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

Correct Answer: C

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

QUESTION 2

What are the characteristics that ensure best performance and scalability of the configuration engine?

- A. Stateless design
- B. Model caching
- C. Both A and B
- D. Runtime XML files for models

Correct Answer: A

QUESTION 3

What component of IBM Sterling Order Management allows companies to efficiently handle returns and exchange processes?

- A. Sterling Collaboration Network
- B. Reverse Logistics
- C. Sourcing and Scheduling
- D. Vendor Management

Correct Answer: B

Reference: <http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (Page 6, 3rd paragraph)



QUESTION 4

What are manual pricing rules?

- A. Pricing rules that are automatically applied to a quote by the system.
- B. Pricing rules that are suggested by the system for a sales rep to use in a quote.
- C. Pricing rules that always require approval by a sales manager if applied.
- D. Pricing rules that allow discounting of shipping costs.

Correct Answer: B

Reference:

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

QUESTION 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.

Correct Answer: A

Reference:

ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_brochure.pdf
(page 2, second paragraph, right column)

QUESTION 6

IBM Sterling Order Management enables commerce across a _____.

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

Correct Answer: A



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

QUESTION 7

What are the solution capabilities of WebSphere Commerce platform?

- A. Sell across direct and extended channels.
- B. Support for marketing and merchandizing across channels.
- C. Both A and B.
- D. Manage enterprise wide product and customer information

Correct Answer: C

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

QUESTION 8

Which of the following is NOT a key benefit of using Global Inventory Visibility?

- A. Reduce the cost of processing a return.
- B. Increase customer satisfaction with accurate promising.
- C. Complete view of all supply and demand.
- D. Better inventory utilization.

Correct Answer: A

Reference: <http://www-01.ibm.com/software/commerce/order-management/inventory/>

QUESTION 9

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>

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

QUESTION 10

What are approval rules?

- A. Rules that if triggered approve discounts given on a quote.
- B. Rules that determine who has to approve next.
- C. Rules that are programmed into the system to facilitate approval workflow.
- D. Rules that determine if an approval is necessary for a quote.

Correct Answer: D

Reference: http://www-05.ibm.com/cz/events/ibmforum2012/pdf/1_S-Commerce_2_13-55_Product-Perspective_H-Erdem.pdf (slide 24, second last bulleted point)

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