



M2020-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Correct Answer: B

QUESTION 2

Which role is typically the buyer of IBM SPSS Modeler?

- A. Business Manager
- B. Business Analyst
- C. System Manager
- D. Analytic Professional

Correct Answer: B

QUESTION 3

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

- A. Social Network Analysis
- B. Entity Analytics
- C. Text Analytics
- D. Automated Modeling

Correct Answer: D

QUESTION 4

What components are included in the IBM SPSS Modeler Gold bundle?



- A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
- B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Correct Answer: C

QUESTION 5

Which is NOT a core differentiator for IBM SPSS Modeler?

- A. Open source.
- B. Easy to learn, visual interface.
- C. Open and scalable architecture.
- D. Power and automation.

Correct Answer: A

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