

M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

Dynamic instantiation of configurable models supports which type of configuration challenge?

- A. Measurement driven configurations
- B. Visualization of configurations
- C. Delta Bill of Material calculations
- D. Nested Configurations

Correct Answer: A

Reference:

http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.visua.lmodeler.doc%2Fc_VM_DynamicInstantiation.html

QUESTION 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.

Correct Answer: A

Reference:

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

QUESTION 3

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

Correct Answer: B

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

QUESTION 4

What types of changes CANNOT be done in the CPQ on Cloud deployment mode?

A. Configuration of foundation and channels.

B. Interfaces to 3rd party software packages.

C. UI stylesheets

D. Extend DB

Correct Answer: B

QUESTION 5

The key value proposition of WebSphere Commerce Precision Marketing engine is to allow businesses to _____.

A. budget and plan marketing campaigns across channels

B. build an ongoing dialog with shoppers using triggers and actions

C. deliver a personalized shopping experience based on user identity

D. leverage marketing analytics to tune marketing activities

Correct Answer: B

Reference: <http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel-precisionmarketing-overview/> (key features)

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