

M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

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)

QUESTION 2

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

Correct Answer: B

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

QUESTION 3

In which deployment option is the Salesforce.com integration supported?

- A. IBM Sterling CPQ on premise
- B. IBM Sterling CPQ SaaS Premium
- C. IBM Sterling CPQ on Cloud
- D. All of the above.

Correct Answer: D

QUESTION 4

Which of the following components is included in the standard IBM Sterling Order Management solution bundle?

- A. Pricing and Promotions
- B. Global Inventory Visibility
- C. Product Configurator
- D. Marketing

Correct Answer: B

Reference: <http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (page 4, third last bulleted point on the page)

QUESTION 5

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)

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