M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

What are the key trends driving the Commerce space?

A. Customers expect highly personalized and rich interaction.

B. Businesses are becoming product-centric.

C. Customers want to simplify shopping by using one channel for a given transaction.

D. None of the above.

Correct Answer: A

QUESTION 2

IBM Sterling OM provides a single order repository that enables a user to modify, update or track all orders real-time for what type of channel?

A. Field Sales

B. Retail Store

C. Call Center

D. Any combination of channels.

Correct Answer: D

Reference: http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf (Page 5, table1)

QUESTION 3

What does WebSphere Commerce "Customer Interaction Platform" strategy enables businesses to do?

A. Sell on the web.

B. Sell across multiple channels.

C. Connect web and in-store experience.

D. Monitor all customer interactions.

Correct Answer: B

Reference: http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.com merce.admin.doc%2Fconcepts%2Fcovoverall.htm (second paragraph)

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QUESTION 4

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 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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