

M2090-732^{Q&As}

IBM SPSS Modeler Sales Mastery Test v1

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QUESTION 1

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 2

A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?

- A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
- B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
- C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application, Confirmation of Budget
- D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition

Correct Answer: B

QUESTION 3

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

QUESTION 4

Which is a differentiating feature for IBM SPSS Modeler?

- A. Uses a proprietary data format for speed and performance.
- B. Creates visually interesting reports and dashboards.
- C. Has in-database mining and SQL pushback for enterprise scale.
- D. Has pre-packaged models for churn, fraud and marketing.

Correct Answer: D

QUESTION 5

Which best describes a transformational deployment of IBM SPSS Modeler?

- A. A sales department focused on launching targeted advertising campaigns.
- B. A marketing director focused on reporting campaign results to the executive committee.
- C. A marketing organization focused on integrating predictive models within a business process across multiple departments to optimize decision-making.
- D. A human resource consultant focused on predicting which employees may leave a client's business.

Correct Answer: C

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