

# M2090-743<sup>Q&As</sup>

IBM Big Data and Analytics Sales Mastery v2

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**QUESTION 1**

A major differentiator for the Watson Foundations is:

- A. Ability to analyze structured data
- B. Analytics and Governance throughout
- C. Open source Hadoop
- D. All of the above

Correct Answer: C

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**QUESTION 2**

What do you tell a customer who tells you, "Big Data equals Hadoop."

- A. Yes, it does.
- B. Hadoop is just one technology we will use to get actionable insight from all types of data.
- C. But Hadoop does not work with social data.
- D. All of the above.

Correct Answer: B

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**QUESTION 3**

Who are key stakeholders in the Data Warehouse Modernization conversation?

- A. Data Scientists and Data professionals
- B. IT Managers
- C. C-level Executives
- D. All of the above

Correct Answer: D

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**QUESTION 4**

What is the problem BigInsights solves for our customer?

- A. Our customers want Hadoop to be able to analyze data in motion.
- B. Our customers want to manage new data sources in an efficient way. They want to acquire, grow and analyze data in

order to stay competitive and grow their business.

C. Our customers want to explore data, extract, load, and transform the data into trusted information then move into a PureData for Analytics environment for analysis.

D. Our customers want to have a single view of the customer and maintain the '\\golden\\' record of enterprise information that will be '\\pushed\\' to every application that needs that information.

Correct Answer: A

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#### QUESTION 5

The main buyer who holds the budget for an enhanced 360 view solution and an operational analysis solution is:

A. IT

B. LOB

C. CEO

D. None of the above

Correct Answer: D

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