

M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

Why do prospects need enterprise strength CPQ solution?

- A. Sales reps are too aggressive in their discounting.
- B. Sales reps do not know the products well and require help in recommending the best product that fit their prospects needs.
- C. Homegrown tools are expensive to maintain and spreadsheet solutions are always out of date.
- D. All of the above.

Correct Answer: A

QUESTION 2

In what phase of the Smarter Commerce lifecycle does IBM Sterling Configure Price Quote (CPQ) solution fit into?

- A. Sourcing and procurement of goods and services.
- B. Servicing customer needs across multiple channels.
- C. Selling and fulfillment across channels.
- D. Personalization and marketing across all channels.

Correct Answer: C

Reference: <http://www-01.ibm.com/software/commerce/products/configure-price-quote/>

QUESTION 3

In which of the core business areas of the Smarter Commerce initiative does IBM Sterling Order Management solution fit into?

- A. Buy
- B. Market
- C. Sell and Service
- D. Service

Correct Answer: A

Reference: http://www.ibm.com/smarterplanet/us/en/smarter_commerce/overview/#body_service

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

What business models does WebSphere Commerce support?

- A. B2C eCommerce
- B. B2C and B2B eCommerce
- C. B2C, B2B and indirect selling including B2B2C
- D. B2C, B2B and Supply Chain

Correct Answer: C

Reference: <http://www.redbooks.ibm.com/redbooks/pdfs/sg247588.pdf>

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