

# M8010-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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**QUESTION 1**

What is one of the main competitors for IBM's EMM offerings in the marketplace?

- A. Teradata
- B. IndustryTrends
- C. OpenAnalytics
- D. NetTrends

Correct Answer: A

Reference: <http://crmsearch.com/aprimo-teradata.php>

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**QUESTION 2**

What is one of the business problems that the Unica Campaign EMM solution product addresses?

- A. Displaying to the user all the connections in their enterprise systems.
- B. Determining the total ROI and investment required for a campaign.
- C. Determining, in real time, the right message to present in inbound marketing channels.
- D. Displaying the total cost of ownership of a marketing campaign.

Correct Answer: C

Reference: <http://www.unica.com/products/campaign-management.htm>

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**QUESTION 3**

Which of these business problems is one that an IBM EMM product solves?

- A. Database through-put
- B. Staffing requirements
- C. Event detection
- D. Sales forecasting

Correct Answer: D

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**QUESTION 4**

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: <http://www.unica.com/products/lead-managment.htm>

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#### **QUESTION 5**

What types of customers are using IBM Unica EMM products?

- A. Automotive customers.
- B. Online and bricks-and-mortar retail industry customers.
- C. Oil and gas industry customers.
- D. Heavy industrial customers.

Correct Answer: B

Reference: <http://www.unica.com/customers/case-studies.htm>

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