

M8010-241^{Q&As}

IBM Enterprise Marketing Management Sales Mastery Test v1

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QUESTION 1

Which role is part of the executive role, for the target audience, for the Coremetrics product?

- A. VP Finance
- B. CMO
- C. VP Engineering
- D. CFO

Correct Answer: B

Explanation: Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

QUESTION 2

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

Correct Answer: C

QUESTION 3

What can an IBM customer do with the Unica EMM solution?

- A. Marketers can plan, design, execute, measure, and analyze multi-wave, cross-channel, and highlypersonalized marketing campaigns.
- B. Marketers can rationalize marketing costs as associated to ROI value of their marketing campaigns.
- C. Marketers can create marketing adware that targets IBM customers automatically from the IBM marketing catalog.
- D. Marketers can create a list of select services that SOA application services will interact with in their marketing campaigns.

Correct Answer: A

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

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>

QUESTION 5

What is one of the typical groups of people that IBM markets to?

- A. Server administrators
- B. Marketing and IT leaders
- C. Programmers
- D. IT installers

Correct Answer: B

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