M8010-238^{Q&As}

IBM Commerce Solutions Selling/Order Mgmt Sales Mastery Test v1

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QUESTION 1

IBM Sterling Order Management enables commerce across a _____.

A. Dynamic Business Network

B. Wide Area Network

C. Storage Area Network

D. EDI Network

Correct Answer: A

Reference: http://www-142.ibm.com/software/products/us/en/category/SWH00 (topic: order management)

QUESTION 2

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 3

WebSphere Commerce helps businesses to deliver and manage BRAND EXPERIENCE across which of the following channels and touchpoints?

A. All direct channels.

B. All direct channels including mobile touchpoints.

C. Both direct and extended channels like social networks.

D. Web, mobile, call center, and in-store.

Correct Answer: C

Reference: http://www-01.ibm.com/software/genservers/commerce/commerce_enhancements_v7/ (see What we offer and check mobile commerce and social commerce)

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QUESTION 4

What does WebSphere Commerce "Customer Interaction Platform" strategy enables businesses to do?

A. Sell on the web.

B. Sell across multiple channels.

C. Connect web and in-store experience.

D. Monitor all customer interactions.

Correct Answer: B

Reference: http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.com merce.admin.doc%2Fconcepts%2Fcovoverall.htm (second paragraph)

QUESTION 5

The key value proposition of WebSphere Commerce Precision Marketing engine is to allow businesses to _____.

A. budget and plan marketing campaigns across channels

B. build an ongoing dialog with shoppers using triggers and actions

C. deliver a personalized shopping experience based on user identity

D. leverage marketing analytics to tune marketing activities

Correct Answer: B

Reference: http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel- precisionmarketing-overview/ (key features)

QUESTION 6

What is a key marketing capability in the WebSphere Commerce platform?

A. Marketing experimentation (a/b testing)

B. Marketing resource management

C. Marketing analytics

D. Campaign planning

Correct Answer: D

QUESTION 7

What are approval rules?

A. Rules that if triggered approve discounts given on a quote.

B. Rules that determine who has to approve next.

C. Rules that are programmed into the system to facilitate approval workflow.

D. Rules that determine if an approval is necessary for a quote.

Correct Answer: D

Reference: http://www-05.ibm.com/cz/events/ibmforum2012/pdf/1_S-Commerce_2_13- 55_Product-Prespective_H-Erdem.pdf (slide 24, second last bulleted point)

QUESTION 8

What are the 2 Smart Applications examples for IBM Sterling CPQ?

A. Provides Discount Advisor for sales people and calculates Customer Ratings for dynamic approval limits.

B. Provides Discount Advisor for sales people and many CPQ related standard reports.

C. CPQ Datamart and CPQ standard reports.

D. Approval sequence and Customer Ratings for dynamic approval limits.

Correct Answer: A

Reference:ftp://ftp.software.ibm.com/software/commerce/Sterling_customers/IBM_Sterling_Selling_and_Fulfillment_Suite_Helps_You_Improve_FINAL.pdf (slide 15 and 16)

QUESTION 9

How do today\\'s customers interact with a brand?

A. Customers expect the brand to provide a seamless and consistent cross-channel experience.

B. Customers expect a dedicated and independent system for each channel for more focused service.

C. Customers are increasing using only a single channel for all their interactions.

D. None of the above.

Correct Answer: A

Reference:

ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_b rochure.pdf

(page 2, second paragraph, right column)

QUESTION 10

The ability to have multiple quotes assigned to a single opportunity enables sales people to _____.

A. find the optimal price point of a quote

B. handle approvals of quotes

C. make quote negotiations more effective since alternative quotes can be presented to a prospect

D. Both A and B.

Correct Answer: D

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