IBM

Exam M2080-241

IBM Enterprise Marketing Management Sales Mastery Test v1

Version: 6.0

[Total Questions: 30]

Question No : 1

How is the Coremetrics Software as a Service (SaaS) product used in IBM's EMM productlineup?

A. It is used as a deployment model to optimize online marketing.
B. It is used as a recovery mode to recover from online disasters.
C. It is used as a replication server to replicate marketing information.
D. It is used as a tracking product for tracking customer transactions.

Answer: A
Reference: http://www.informationweek.com/news/software/bi/231002187

Question No : 2

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

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

Answer: A
Reference: http://www.unica.com/products/lead-managment.htm

Question No : 3

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

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

Answer: A