IBM

Exam P2080-088

IBM Unica Enterprise Marketing Operations Technical Mastery Test v1

Version: 6.0

[Total Questions: 55]

Question No : 1

In Unica Marketing Operations; where are custom tabs created for the ProjectDetails view?

A. In the Project details view.
B. Within the Project Summary Tab.
C. Within a Project Request.
D. In the project template.

Answer: D

Question No : 2

How does a user customize the Unica Marketing Operations Workflow timeline view?

A. UseWorkflow timeline menu.
B. Change the Workflow status to Edit and select View.
C. Use the Layout link in the Workflow tab.
D. User must have permission to customize a timeline view.

Answer: C

Question No : 3

When a Unica Marketing Operations ProjectRequest is returned by a recipient, what actions can the user who created the request do?

A. Cancel only
B. Redraft or Cancel
C. Ignore the returned request and create the Project.
D. Redraft only

Answer: B

Question No : 4

In Unica Marketing Operations,which business process is described as a structure that

contains all the information related to developing and executing one or more related marketing deliverables or initiatives?

A. Program
B. Plan
C. Project
D. Request

Answer: C

Question No : 5

In Unica Marketing Operations, where does a user set their user interface so that it provides them with the ability to view and receive project information that is relevant only to them?

A. Settings menu under Project.
B. Options icon under Project.
C. Mainmenu under Project.
D. Project Summary tab.

Answer: B

Question No : 6

In a Unica Marketing Operations Workflow, what scheduling mode is used when a user establishes the schedule as the official schedule that is updated regularly? (This mode enables project managers to capture the official schedule)

A. Baseline
B. Current
C. Up-to-date
D. Initial

Answer: C

Question No : 7