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**Vendor:** IBM

**Exam Code:** 000-M246

**Exam Name:** IBM Smarter Commerce Sales Mastery  
Test v1

**Version:** Demo

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**QUESTION NO: 1**

You can create a powerful self-service experience for the customer using?

- A. The IBM Customer Experience Suite
- B. The IBM Commerce Framework
- C. The IBM Enterprise Service Process Manager
- D. The IBM Customer Service System

**Answer: A**

Reference:[ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo\\_script.pdf](ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo_script.pdf)

**QUESTION NO: 2**

Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?

- A. Data mining.
- B. Social platform.
- C. Central decisioning.
- D. Customer clustering.

**Answer: C**

Reference:[http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica\\_WP\\_The\\_Evolving\\_Marketing.pdf](http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica_WP_The_Evolving_Marketing.pdf)(the image on page 2)

**QUESTION NO: 3**

Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?

- A. Customer potential, customer transaction capture, customer fulfillment.
- B. Customer insight, customer value strategy, customer & partner engagement.
- C. Customer demographics, customer geography, customer affluence.
- D. Customer returns, customer purchases, customer order changes.

**Answer: B**

Reference:<http://www.google.com/url?sa=t&rct=j&q=ibm%20smarter%20commerce%203%20dimensions&source=web&cd=1&ved=0CCMQFjAA&url=http%3A%2F%2Fwww->

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**QUESTION NO: 4**

Smarter Commerce capabilities are packaged and delivered as what?

- A. A single, high-value, shrink-wrapped, solution for commerce.
- B. Middleware components requiring additional business function software.
- C. Software, hardware, and services to deliver specific business process capabilities which support each phase of the commerce cycle.
- D. A simple monolithic application for each phase of the commerce cycle.

**Answer: A**

**Explanation:**

**QUESTION NO: 5**

What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?

- A. Personalization
- B. Social integration
- C. Partnership with affiliates
- D. Extended sites

**Answer: B**

**Explanation:**

**QUESTION NO: 6**

The web marketing continuous optimization platform can drive which of the following capabilities?

- A. Optimize paid search advertising.
- B. Automate customer recommendations based on LIVE profile.
- C. Target through online advertisements based on interaction history.
- D. All of the above.

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**Answer: B**

Reference:<http://www.google.com/url?sa=t&rct=j&q=ibm%20web%20marketing%20continuous%20optimization%20platform%20can%20drive%20&source=web&cd=2&ved=0CCAQFjAB&url=http%3A%2F%2Fwww->

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**QUESTION NO: 7**

In order to effectively implement \_\_\_\_\_ you must be able to aggregate line items from individual orders to send to suppliers and then separate them out again for customer fulfillment.

- A. store operations
- B. cross-channel order management
- C. social marketing
- D. supply chain visibility

**Answer: D**

**Explanation:**

**QUESTION NO: 8**

What can AdTarget do?

- A. Monitor all advertisements watched on cable television
- B. Working with affiliates, target Internet ads without email
- C. Utilize YouTube to more effectively deliver ad content
- D. Force customers to watch the entire Internet ad before entering websites

**Answer: B**

**Explanation:**

**QUESTION NO: 9**

What are Smarter Commerce 'Buy' Offerings focused on?

- A. Visibility and optimization in the supply chain.
- B. Customer buying patterns.

- 
- C. Effective 1:1 marketing to facilitate customer purchase decisions.
  - D. Buy online, pick-up in the store (BOPIS).

**Answer: A**

Reference:[http://www.ibm.com/smarterplanet/global/files/us\\_\\_en\\_us\\_\\_commerce\\_\\_brochure\\_\\_final.pdf](http://www.ibm.com/smarterplanet/global/files/us__en_us__commerce__brochure__final.pdf)(page 5, first paragraph)

**QUESTION NO: 10**

Which of the following Smarter Commerce Offerings is a core part of delivering a customer buy-online, pick-up in store (BOPIS) capability?

- A. Social Analytics.
- B. Distributed Order Management.
- C. Logistics Management.
- D. Customer Self Service.

**Answer: B**

Reference:[http://publib.boulder.ibm.com/infocenter/ieduasst/v1r1m0/index.jsp?topic=/com.ibm.iea.wcs/wcs/6.0.0.5/Integration/WCS6005\\_DOMIntegration/player.html](http://publib.boulder.ibm.com/infocenter/ieduasst/v1r1m0/index.jsp?topic=/com.ibm.iea.wcs/wcs/6.0.0.5/Integration/WCS6005_DOMIntegration/player.html)

**QUESTION NO: 11**

Which one of these software solution components providing business capabilities is NOT part of the 'Service' Offerings?

- A. ILOG
- B. IBM Case Manager
- C. Unica
- D. Retail Store Solutions

**Answer: D**

Reference:[https://www-950.ibm.com/events/wwc/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus/\\$file/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus.pdf](https://www-950.ibm.com/events/wwc/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus/$file/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus.pdf)(page 8 )

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**QUESTION NO: 12**

Which one of these is an example of analytics supporting the Smarter Commerce 'Buy' offerings?

- A. Customer behavioral segmentation.
- B. Market basket analysis.
- C. Linear regression.
- D. Social analytics.

**Answer: A**

**Explanation:**

**QUESTION NO: 13**

The 'Sell' customer interaction platform provides capabilities for all but which of the following?

- A. Extended brand experience.
- B. Customer data mining.
- C. Cross-channel commerce.
- D. Complex B2B sales processes.

**Answer: D**

**Explanation:**

**QUESTION NO: 14**

The Smarter Commerce Collaboration Network supports what?

- A. Transportation providers and partners.
- B. Customer interaction regarding new products and concepts.
- C. Internal product development processes.
- D. Marketing programs.

**Answer: B**

**Explanation:**

**QUESTION NO: 15**

Which of the following software products is NOT a part of Smarter Commerce 'Buy' offerings?

- 
- A. Sterling Transportation Management
  - B. Sterling Supply Chain Visibility
  - C. ILOG Logistics Optimization
  - D. Sterling Order Management

**Answer: D**

Reference:[https://www-950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus/\\$file/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus.pdf](https://www-950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus/$file/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus.pdf)(page 8)

#### **QUESTION NO: 16**

How does global inventory visibility allow you to 'save the sale' in the event of a stock-out?

- A. Up-selling to a higher value product.
- B. Triggering store to store transfers.
- C. Optimizing the supply chain to minimize stock-outs.
- D. All of the above.

**Answer: B**

Reference:[http://public.dhe.ibm.com/software/commerce/SC0758\\_SterlingAlwaysInStock\\_ISO.pdf](http://public.dhe.ibm.com/software/commerce/SC0758_SterlingAlwaysInStock_ISO.pdf)  
(page 4)

#### **QUESTION NO: 17**

Which of the following IBM software components provide analytic capabilities that can support all phases of the commerce cycle?

- A. Unica
- B. Cognos
- C. ILOG Optimization
- D. WebSphere Commerce

**Answer: D**

**Explanation:**

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