

**100%** Money Back  
**Guarantee**

**Vendor:**IBM

**Exam Code:**M8010-238

**Exam Name:**IBM Commerce Solutions Selling/Order  
Mgmt Sales Mastery Test v1

**Version:**Demo

### QUESTION 1

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/\(key features\)](http://blog.zobristinc.com/websphere-commerce-version-7-0-multi-channel-precisionmarketing-overview/(key%20features))

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### QUESTION 2

IBM Sterling Order Management was built for multi-enterprise business processes in which of the following business models?

- A. B2B
- B. B2C
- C. B2B, B2C
- D. B2B, B2C, B2B2B, B2B2C

Correct Answer: C

Reference: <http://www-01.ibm.com/software/genservers/commerceproductline/> (first paragraph, last sentence)

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### QUESTION 3

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](http://www.ibm.com/smarterplanet/us/en/smarter_commerce/overview/#body_service)

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**QUESTION 4**

Why do prospects need enterprise strength CPQ solution?

- A. Sales reps are too aggressive in their discounting.
- B. Sales reps do not know the products well and require help in recommending the best product that fit their prospects needs.
- C. Homegrown tools are expensive to maintain and spreadsheet solutions are always out of date.
- D. All of the above.

Correct Answer: A

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**QUESTION 5**

What types of changes CANNOT be done in the CPQ on Cloud deployment mode?

- A. Configuration of foundation and channels.
- B. Interfaces to 3rd party software packages.
- C. UI stylesheets
- D. Extend DB

Correct Answer: B

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**QUESTION 6**

What business models does WebSphere Commerce support?

- A. B2C eCommerce
- B. B2C and B2B eCommerce
- C. B2C, B2B and indirect selling including B2B2C
- D. B2C, B2B and Supply Chain

Correct Answer: C

Reference: <http://www.redbooks.ibm.com/redbooks/pdfs/sg247588.pdf>

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### QUESTION 7

IBM Sterling Configurator can be integrated with other applications. What specific characteristic makes it easy to accomplish such integrations?

- A. Configurator engine design is based on open standards such as XML and JAV
- B. Configurator engine has great performance and scalability characteristics.
- C. Configurator engine is a stateless engine.
- D. All of the above.

Correct Answer: B

Reference:

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/zzd03084usen/ZZD03084USEN.PDF> (page 2, table, first row)

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### QUESTION 8

What are the complexities that an enterprise strength configurator solution must be able to handle?

- A. Meet the functional requirements of the configuration problem at hand.
- B. Make it easy for various user types to configure a solution.
- C. Provide acceptable response times even if models grow large.
- D. All of the above.

Correct Answer: C

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### QUESTION 9

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

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**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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**QUESTION 11**

Dynamic instantiation of configurable models supports which type of configuration challenge?

- A. Measurement driven configurations
- B. Visualization of configurations
- C. Delta Bill of Material calculations
- D. Nested Configurations

Correct Answer: A

Reference:

[http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.visua.lmodeler.doc%2FVm\\_DynamicInstantiation.html](http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.visua.lmodeler.doc%2FVm_DynamicInstantiation.html)

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**QUESTION 12**

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

