Vendor:IBM

Exam Code:M8010-241

Exam Name:IBM Enterprise Marketing Management
Sales Mastery Test v1

Version: Demo

QUESTION 1

What is one of the forces that is shaping howcompanies approach marketing with the EMM product solution?

A. General ads increase revenue.

B. Targeted ads increase revenue.

C. Decrease in on-line conversions is increasing new marketing channels.

D. Decrease in marketing capacity is increasing newmarketing channels.

Correct Answer: B

QUESTION 2

Which role is part of the executive role, for the target audience, for the Coremetrics product?

A. VP Finance

B. CMO

C. VP Engineering

D. CFO

Correct Answer: B

Explanation: Since Coremetrics is all about marketing. The executive role for the target audience should be Chief Marketing Officer or CMO.

QUESTION 3

Which of these business problems is one that an IBM EMM product solves?

A. Database through-put

B. Staffing requirements

C. Event detection

D. Sales forecasting

Correct Answer: D

QUESTION 4

What fundamental change is marketing going through with respect to an EMM product solution?

A. Shared media convergence influences old distribution channels.

B. Internet no longer applies to how consumersbuy.

C. Old distribution channels challenges are re-appearing.

D. Internet continues to transform how consumers buy.

Correct Answer: D

QUESTION 5

What is the main objective of the EMM solution for IBM customers?

A. Power the success of every marketing organization with innovative technology solutions.

B. Entertain new business prospects by adapting legacy systems.

C. Increase content flow between IBM products allowing the customer to make IBM product purchase decisions.

D. Decentralization of content in the marketplace.

Correct Answer: A

QUESTION 6

Who are the influencers for using the Coremetrics EMM product?

A. Practitioners

B. Managers

C. Executives

D. Board of Directors

Correct Answer: B

QUESTION 7

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.

Correct Answer: A

QUESTION 8

What is one ofthe business problems that the Unica PredictiveInsight EMM product addresses?

A. Displaying, in real time, the right message to present in inbound marketing channels.

B. Building better customer relationships through more relevant interactions based ondata mining and predictive modeling.

C. Displaying to the user all the connections in their enterprise systems.

D. Reaching customers that are remotely connected to the Internet.

Correct Answer: B

QUESTION 9

What activity is involved in the cross-session funnels step, in the progression of the Coremetrics life cycle?

A. View programmatic insights and time to reach trends to identify quickwins.

B. Target active visitors associated with any milestone.

C. Identify which milestones influence future milestones.

D. Invest in the marketing, content, and products that influence milestone advancement.

Correct Answer: A

QUESTION 10

What percentage of the market use Web analytics?

A. Over 90%

B. Over 75%

C. Under 40%

D. Under 60%

Correct Answer: B

QUESTION 11

What will increase the volume of campaigns by 30x?

A. Media awareness

B. Serialization

C. Automation

D. Transformation

Correct Answer: C

QUESTION 12

What is one benefit listed in the value proposition of the Coremetrics product?

A. Refinebusiness contacts into leads.

B. Build new connections to legacy applications.

C. Tie-in former IBM business partners to EMM processes.

D. Increase conversions and retention.

Correct Answer: D

Reference: http://www.coremetrics.co.uk/solutions/customer-history-live-profiles.php