IBM

M2080-241

*IBM Enterprise Marketing Management Sales Mastery
Test v1*

QUESTION: 23
What percentage of the market use Web analytics?

A. Over 90%
B. Over 75%
C. Under 40%
D. Under 60%

Answer: B

QUESTION: 24
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

Answer: D

QUESTION: 25
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

Answer: B

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

QUESTION: 26
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.

Answer: D

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

QUESTION: 27
Who are the influencers for using the Coremetrics EMM product?

A. Practitioners
B. Managers
C. Executives
D. Board of Directors

Answer: B

QUESTION: 28
Who are the decision makers for using the CoremetricsEMM product?

A. Practitioners
B. Board of Directors
C. Executives
D. Users

Answer: C

QUESTION: 29
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.

Answer: A

QUESTION: 30

What is one of the main steps in the progression of the Coremetrics life cycle?

A. Advance customers
B. Deliver products
C. Build reporting structure
D. Create customer confidence

Answer: A

Reference:

http://www.coremetrics.com/solutions/customer-lifecycle-conversion.php

Pass your exam at First Attempt....Guaranteed!