



IBM

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*IBM Unica Enterprise Marketing Operations Technical
Mastery Test v1*

QUESTION: 46

In Unica Marketing Operations, which business process is described as a marketing activity and it is typically comprised of multiple related marketing deliverables or initiatives?

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

Answer: A

QUESTION: 47

The Unica Marketing Operations user interface generates what type of view for many of the Unica Marketing Operations objects, such as projects, budgets, approvals, etc.?

- A. List
- B. Grid
- C. Workflow
- D. Excel worksheet

Answer: A

QUESTION: 48

In Unica Marketing Operations, when a Project is created through a Project Request, who is the owner of the Project?

- A. Person accepting the Project Request.
- B. Person who sent the Project Request.
- C. Project Team Manager.
- D. Person who approves the Project Request.

Answer: A

QUESTION: 49

In Unica Marketing Operations, when a Plan owner deletes a plan, what does the owner need to do prior to deleting the plan?

- A. Delink any Programs linked to the Plan.
- B. Lockout all users from accessing the Plan.
- C. Change the Plan status.
- D. Request a Plan delete to the administrator.

Answer: A

QUESTION: 50

By default, Unica Marketing Operations provides four reports and six dashboard components. The Unica Marketing Operations reports package provides additional example reports and dashboard report components created in what application?

- A. SAP Business Objects Enterprise
- B. SQL Server Reporting Service (SSRS)
- C. Java Reporting tool
- D. IBM Cognos BI

Answer: D

QUESTION: 51

In Unica Marketing Operations, how does a user define all of the target and control cells for a campaign and assigned offers?

- A. Workflow
- B. Target Cell Spreadsheet
- C. Campaign grid
- D. Summary tab

Answer: B

QUESTION: 52

In Unica Marketing Operations, a Project team member can view and edit Project information based on what?

- A. Their status.
- B. Their location.
- C. Their role.
- D. Their project involvement.

Answer: C

QUESTION: 53

In Unica Marketing Operations, which of the following is a requirement for linked Programs and Plans?

- A. Must have the same owner.
- B. Must have the same security policy.
- C. Must have the same status.
- D. Must have the same effective date.

Answer: B

QUESTION: 54

In Unica Marketing Operations, a user can generate single-object reports, such as Revision History or Approval Responses. Where are these reports available for Projects, Programs and Plans?

- A. Workflow tab
- B. Summary tab
- C. Custom tab
- D. Analysis tab

Answer: D

QUESTION: 55

In Unica Marketing Operations, when is a user not allowed to delete a marketing object, even if the user has permission to do so?

- A. If a Project or another marketing object is linked to it.
- B. If more than one user has permission to access the marketing object.
- C. The owner of the marketing object always has permission to delete it.
- D. Marketing objects can only be deleted by the system administrator.

Answer: A

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