



**IBM**

**P2080-096**

*IBM Unica Enterprise Campaign Technical Mastery Test  
v1*

**Answer: C**

**QUESTION: 90**

What is the first thing a customer should do before creating a campaign in Unica Campaign?

- A. Create the Mail List.
- B. Design the campaign on paper and determine the goals for the campaign.
- C. Create the offers, mail list, and call list.
- D. Create strategic segments.

**Answer: B**

**QUESTION: 91**

In Unica Campaign, what is the main difference between a flowchart Segment and a Strategic Segment?

- A. Strategic segments are used with interactive flowcharts.
- B. Flowchart segments are used for global suppressions.
- C. Flowchart segments can only be used within the flowchart where it was created.
- D. Strategic segments can only be used within the flowchart where it was created.

**Answer: C**

**QUESTION: 92**

Which Unica Campaign process lets you fine tune a campaign to maximize its effectiveness?

- A. Track
- B. Cube
- C. Data Manipulation
- D. Analytical/Optimization

**Answer: D**

**QUESTION: 93**

After an installer completes the Unica Campaign installation and the unic a.ear file is created, where do you deploy the ear file?

- A. Weblogic or Websphere Server Administration Console
- B. Affinium Manager
- C. Campaign Listener
- D. Framework Manager

**Answer:** A

**QUESTION:** 94

In Unica Marketing Operations, what happens if a person who is assigned to the required approver role does not respond to an Approval request even though all other assigned Approvers have responded?

- A. The Approval can be completed without the required Approver's response if the person sending out the approval request decides the approval is not needed.
- B. The person sending out the Approval request needs to override the need for an Approver's response.
- C. The Approval is not completed until all required Approvers respond.
- D. The required Approver can override the need to send an approval for a specific request.

**Answer:** C

**QUESTION:** 95

Where does a customer obtain a software license key, which is required for Unica Campaign v8.2 or lower?

- A. By contacting admin@us.ibm.com.
- B. By contacting the Unica license administrator.
- C. By contacting campaignlicense@us.ibm.com.
- D. By contacting Unica support.

**Answer:** D

**QUESTION:** 96

In Unica Campaign, how does a customer create a smart offer list?

- A. Select from a static list of offers.
- B. Enter the offer names to be included.
- C. Query attributes of existing offers.
- D. Configure parameterized offer attributes.

**Answer: C**

**QUESTION: 97**

How does a customer assign security roles for groups in Unica Campaign?

- A. Go to Settings menu and select Roles and Permissions.
- B. Go to the Settings menu and select Users>Assign Roles.
- C. Go to the Settings menu and select Configuration.
- D. Go to the Settings menu and select User Groups>Assign Roles.

**Answer: D**

**QUESTION: 98**

In Unica Campaign, which flowchart cell report displays details of the records within a cell?

- A. Cell List
- B. Cell Variable Profile
- C. Cell Waterfall
- D. Cell Content

**Answer: B**

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