

Exam : **000-M608**

Title : IBM Retail Industry
Solutions Sales Mastery
Test v1

Version : DEMO

1.What is a primary benefit to using the IBM Retail framework, for IBM's anchor account planning process?

- A.Better coordination of IBM's resources across company divisions and brands
 - B.Provides better software pricing
 - C.Assists with complex deal negotiations
 - D.Assists with a better customer understanding
- Answer: D**

2.Which of the following trends is most dramatically affecting retailers' use of media for marketing?

- A.The internet is a rapidly growing online medium
- B.There are more than 5500 magazines in which to advertise
- C.The iPhone has emerged as a new communication platform
- D.Consumers pay more attention to other consumers' opinions than retailer's ads

Answer: A

3.What functionality does IBM WebSphere Commerce product deliver to the client?

- A.Web applications
- B.Scenario analysis
- C.Business intelligence
- D.Financial services

Answer: A

4.Which of the following capabilities is a part of driving Operational Excellence?

- A.Merge workforce and task management
- B.Empower store associates with product knowledge
- C.Embed intelligence into client interaction
- D.All of the above

Answer: D

5.Which of the following is a key Technology challenge faced by Retailers?

- A.Retail Blurring of Segments and Channels
- B.Private Label Proliferation
- C.Pervasive Connectivity and Mobile Devices
- D.Urban population is greater than rural population for the 1st time in human history

Answer: A

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