

# M8010-241<sup>Q&As</sup>

IBM Enterprise Marketing Management Sales Mastery Test v1

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#### QUESTION 1

How is the IBM product ILOG used in the EMM solution?

- A. It can be used as part of the selling phase of the EMM solution.
- B. It can be used as part of the marketing phase of the EMM solution.
- C. It can be used as part of the initial phase of the EMM solution.
- D. It can be used as part of the fulfillment phase of the EMM solution.

Correct Answer: B

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#### QUESTION 2

What is the value proposition of the Unica Leads product offering?

- A. To deliver quality leads in a timely manner.
- B. To create new market channels through leads generation.
- C. To offer new product offerings through channel marketing.
- D. To sustain existing channels through demand generation.

Correct Answer: A

Reference: <http://www.unica.com/products/lead-management.htm>

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#### QUESTION 3

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

- A. Refine business 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>

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#### QUESTION 4

What will increase the volume of campaigns by 30x?

- A. Media awareness
- B. Serialization
- C. Automation
- D. Transformation

Correct Answer: C

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#### **QUESTION 5**

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 consumers buy.
- C. Old distribution channels challenges are re-appearing.
- D. Internet continues to transform how consumers buy.

Correct Answer: D

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