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Exam : **M2050-246**

Title : IBM Smarter Commerce Sales Mastery Test v1

Version : DEMO

1.You can create a powerful self-service experience for the customer using?

A. The IBM Customer Experience Suite

B. The IBM Commerce Framework

C. The IBM Enterprise Service Process Manager

D. The IBM Customer Service System

Answer: A

2.Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?

A. Data mining.

B. Social platform.

C. Central decisioning.

D. Customer clustering.

Answer: C

3.Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?

A. Customer potential, customer transaction capture, customer fulfillment.

B. Customer insight, customer value strategy, customer & partner engagement.

C. Customer demographics, customer geography, customer affluence.

D. Customer returns, customer purchases, customer order changes.

Answer: B

4.Smarter Commerce capabilities are packaged and delivered as what?

A. A single, high-value, shrink-wrapped, solution for commerce.

B. Middleware components requiring additional business function software.

C. Software, hardware, and services to deliver specific business processcapabilities which support each phase of the commerce cycle.

D. A simple monolithic application for each phase of the commerce cycle.

Answer: A

5.What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?

A. Personalization

B. Social integration

C. Partnership with affiliates

D. Extended sites

Answer: B

6.The web marketing continuous optimization platform can drive which of the following capabilities?

A. Optimize paid search advertising.

B. Automate customer recommendations based on LIVE profile.

C. Target through online advertisements based on interaction history.

D. All of the above.

Answer: B

7.In order to effectively implement _____ you must be able to aggregate line items from individual orders to send to suppliers and then separate them out again for customer fulfillment.

A. store operations

B. cross-channel order management

C. social marketing

D. supply chain visibility

Answer: D

8.What can AdTarget do?

A. Monitor all advertisements watched on cable television

B. Working withaffiliates, target Internet ads without email

C. Utilize You Tubeto more effectively deliver adcontent

D. Force customers to watch the entireInternetadbefore entering websites

Answer: B

9.What are Smarter Commerce ‘Buy’ Offerings focused on?

A. Visibility and optimization in the supply chain.

B. Customer buying patterns.

C. Effective 1:1 marketing to facilitate customer purchase decisions.

D. Buy online, pick-up in the store (BOPIS).

Answer: A

10.Which of the following Smarter Commerce Offerings is a core part of delivering a customer

buy-online, pick-up in store (BOPIS) capability?

A. Social Analytics.

B. Distributed Order Management.

C. Logistics Management.

D. Customer Self Service.

Answer: B