IBM

00M-246

IBM Smarter Commerce Sales Mastery Test v1

Answer: C

QUESTION: 45
Which of these provides visibility to the entire supply chain process so procurement, transportation, and warehousing personnel are all aware of order, shipment, and invoice status?

A. Collaboration Network.
B. Supply Chain Visibility.
C. Transportation Management.
D. Warehouse Management.

Answer: B

QUESTION: 46
Which of the following is an example of a Smarter Commerce offering in the Marketing phase of the commerce cycle?

A. Unica
B. Cross-channel campaign management.
C. Customer segmentation.
D. All of the above.

Answer: A

Reference:
https://www-950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus/$file/Smarter%20Commerce%20-%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%20-%20Gerrit%20Bus.pdf(page 8)

QUESTION: 47
What are Smarter Commerce 'Service' offerings focused on?

A. Flawless service across all customer interactions to anticipate needs andmaintain loyalty.
B. Up-sell potential via call center interaction.
C. Driving the customer to the call center sales channel.
D. Integrating the supply chain in order to support the call center.

Answer: A

Reference:
https://www-
950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%
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%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%
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%20Gerrit%20Bus.pdf(page 6)

QUESTION: 48
Which one is the key driver that is central to the Smarter Commerce strategy?

A. The empowered customer.
B. The interconnected supplier network.
C. The reduced impact of mass marketing.
D. The need to drive optimization in the selling process.

Answer: A

Reference:
https://www-
950.ibm.com/events/wwe/grp/grp030.nsf/vLookupPDFs/Smarter%20Commerce%
20-
%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%
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%20Redefining%20commerce%20in%20the%20age%20of%20the%20customer%
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%20Gerrit%20Bus.pdf(page 2)

QUESTION: 49

Elements of a powerful self-service experience include all, EXCEPT one of the following: IBM 00M-246 Exam

A. Create dynamic, engaging, web experiences.
B. Improve loyalty by facilitating integration with social networks.
C. Accommodate product returns, regardless of the context.
D. Target the right experience, to the right user, via the right channel, at theright time.

Answer: C

QUESTION: 50
What are the key technology requirements for effective cross-channel, interactive, marketing?

A. Customer awareness, central decisioning, cross-channel execution,enterprise marketing operations.
B. Web browser, mobile applications, social platform, data mining.
C. Unica, Coremetrics, SPSS, Cognos.
D. eCommerce, POS, kiosk, call center.

Answer: B

Pass your exam at First Attempt....Guaranteed!