



**IBM**

**00M-608**

*IBM Retail Industry Solutions Sales(R) Mastery Test  
v1*

**Answer: B**

**QUESTION: 27**

Which of the following is not a core part of the IBM Software Group Retail Strategy?

- A. Support for Open Standards and ISVs
- B. Reusable design patterns and code based assets
- C. The Transformation Engine
- D. IBM Software Products

**Answer: C**

**QUESTION: 28**

Which IBM product allows retailers to understand what-if scenarios?

- A. COGNOS
- B. ILOG
- C. WRS
- D. SPSS

**Answer: B**

**Reference:**

[ftp://public.dhe.ibm.com/common/ssi/ecm/en/wss14029usen/WSS14029USEN\\_HR.PDF](ftp://public.dhe.ibm.com/common/ssi/ecm/en/wss14029usen/WSS14029USEN_HR.PDF)  
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**QUESTION: 29**

Which of the following media are most used by adults when they want to research a product?

- A. Social networks and blogs
- B. Mobile devices
- C. Internet and blogs
- D. Downloadable product brochures

**Answer: A**

**QUESTION: 30**

Which IBM product allows the customer to data mine and do prediction analysis about its customers?

- A. WRS
- B. COGNOS
- C. SPSS
- D. ILOG

**Answer: C**

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