CERTKILLERS

IBM

C2080-471

IBM Marketing Operations V8.6 Deployment

QUESTION: 48
In IBM Marketing Operations, when a Project is created through a Project Request, who is the owner of the Project?

A. Person accepting the Project Request.
B. Person who sent the Project Request.
C. Project Team Manager.
D. Person who approves the Project Request.

Answer: A

QUESTION: 49
In IBM Marketing Operations, when a Plan owner deletes a plan, what does the owner need to do prior to deleting the plan?

A. Delink any Programs linked to the Plan.
B. Lockout all users from accessing the Plan.
C. Change the Plan status.
D. Request a Plan delete to the administrator.

Answer: A

QUESTION: 50
By default, IBM Marketing Operations provides four reports and six dashboard components. The IBM Marketing Operations reports package provides additional example reports and dashboard report components created in what application?

A. SAP Business Objects Enterprise
B. SQL Server Reporting Service (SSRS)
C. Java Reporting tool
D. IBM Cognos BI

Answer: D

QUESTION: 51
In IBM Marketing Operations, how does a user define all of the target and control cells for a campaign and assigned offers?

A. Workflow
B. Target Cell Spreadsheet
C. Campaign grid
D. Summary tab

Answer: B

QUESTION: 52
In IBM Marketing Operations, a Project team member can view and edit Project information based on what?

A. Their status.
B. Their location.
C. Their role.
D. Their project involvement.

Answer: C

QUESTION: 53
In IBM Marketing Operations, which of the following is a requirement for linked Programs and Plans?

A. Must have the same owner.
B. Must have the same security policy.
C. Must have the same status.
D. Must have the same effective date.

Answer: B

QUESTION: 54
In IBM Marketing Operations, a user can generate single-object reports, such as Revision History or Approval Responses. Where are these reports available for Projects, Programs and Plans?

A. Workflow tab
B. Summary tab
C. Custom tab
D. Analysis tab

Answer: D

QUESTION: 55
In IBM Marketing Operations, when is a user not allowed to delete a marketing object, even if the user has permission to do so?

A. If a Project or another marketing object is linked to it.
B. If more than one user has permission to access the marketing object.
C. The owner of the marketing object always has permission to delete it.
D. Marketing objects can only be deleted by the system administrator.

Answer: A

QUESTION: 56
In a IBM Marketing Operations Workflow, what scheduling mode is used when a user establishes the schedule as the official schedule that is updated regularly? (This mode enables project managers to capture the official schedule)

A. Baseline
B. Current
C. Up-to-date
D. Initial

Answer: C

QUESTION: 57
What happens to a task when a user is editing the task in IBM Marketing Operations?

A. Project status changes to Locked.
B. Task cannot be viewed by other users.
C. Task is locked, no other user can edit it.
D. Task is locked to users except any user with permissions to edit the Task.

Answer: D

QUESTION: 58
What is the name of the temporary state where IBM Marketing Operations Projects that are completed or cancelled can be re-activated by a user who has a rights to do so? (The user

can then update the project information and then change the state back to its previous state "completed" or "cancelled".)

A. Inactive
B. In Reconciliation
C. On Hold
D. Pending

Answer: B

QUESTION: 59
For IBM Marketing Operations Programs, where does a user find a list of all child projects for the program? (This list shows the name of the project, the name of the project owners, the project ID, the date and time when the last person updated the project, the target start and end dates and the project status)

A. Summary tab
B. Settings menu
C. Global dashboard
D. Attachments tab

Answer: A

QUESTION: 60
In a IBM Marketing Operations Project Details view, what tab captures key metrics for a Project? (Metrics are helpful in determining how the Project is performing.)

A. Analytics
B. Tracking
C. Summary
D. Budget

Answer: B

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