



**IBM**

**P2080-088**

*IBM Unica Enterprise Marketing Operations Technical  
Mastery Test v1*

**QUESTION: 46**

In Unica Marketing Operations, which business process is described as a marketing activity and it is typically comprised of multiple related marketing deliverables or initiatives?

- A. Program
- B. Plan
- C. Project
- D. Request

**Answer: A**

**QUESTION: 47**

The Unica Marketing Operations user interface generates what type of view for many of the Unica Marketing Operations objects, such as projects, budgets, approvals, etc.?

- A. List
- B. Grid
- C. Workflow
- D. Excel worksheet

**Answer: A**

**QUESTION: 48**

In Unica 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 Unica 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, Unica Marketing Operations provides four reports and six dashboard components. The Unica 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 Unica 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 Unica 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 Unica 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 Unica 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 Unica 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**

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