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Exam : M2050-238

Title : IBM Commerce Solutions
Selling/Order Mgmt Sales Mastery
Test v1

Vendors : IBM

Version : DEMO

NO.1 How do today s customers interact with a brand?

- A. Customers expect the brand to provide a seamless and consistent cross-channel experience.
- B. Customers expect a dedicated and independent system for each channel for more focused service.
- C. Customers are increasing using only a single channel for all their interactions.
- D. None of the above.

Answer: A

NO.2 IBM Sterling OM provides a single order repository that enables a user to modify, update or track all orders real-time for what type of channel?

- A. Field Sales
- B. Retail Store
- C. Call Center
- D. Any combination of channels.

Answer: D

NO.3 IBM Sterling Configurator can be integrated with other applications. What specific characteristic makes it easy to accomplish such integrations?

- A. Configurator engine design is based on open standards such as XML and JAV
- B. Configurator engine has great performance and scalability characteristics.
- C. Configurator engine is a stateless engine.
- D. All of the above.

Answer: B

NO.4 IBM Sterling CPQ has customers in many different verticals. Which combination of verticals reflects most accurately, the CPQ customers.?

- A. Manufacturing, High Tech, Communication/Media/Entertainment, LifeScience, and Education.
- B. Communication/Media/Entertainment/ LifeScience, High Tech, Pharma, Consumer.
- C. LifeScience, Manufacturing, Construction, Communication/Media/Entertainment/ Consumer.
- D. Manufacturing, High Tech, Communication/Media/Entertainment/ LifeScience, Consumer.

Answer: D

NO.5 The ability to have multiple quotes assigned to a single opportunity enables sales people to

_____.

A. find the optimal price point of a quote

B. handle approvals of quotes

C. make quote negotiations more effective since alternative quotes can be presented to a prospect

D. Both A and B.

Answer: C