



**Vendor:** IBM

**Exam Code:** M2050-238

**Exam Name:** Commerce Solutions Selling/Order Mgmt  
Sales Mastery Test v1

**Version:** DEMO

#### QUESTION 1

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:** D

#### QUESTION 2

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

#### Explanation:

[ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL\\_Cross\\_channel\\_Commerce\\_brochure.pdf](ftp://ftp.software.ibm.com/software/solutions/soa/pdfs/FINAL_Cross_channel_Commerce_brochure.pdf) (page 2, second paragraph, right column)

#### QUESTION 3

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

#### Explanation:

<http://www.redbooks.ibm.com/redpieces/pdfs/redp4766.pdf> (Page 5, table1)

#### QUESTION 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:** A

**Explanation:**

[http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.catalogmgmtconcepts.doc%2Fc\\_AssignCustomersToEntitlements.html](http://publib.boulder.ibm.com/infocenter/caas/v1r0/index.jsp?topic=%2Fcom.ibm.help.catalogmgmtconcepts.doc%2Fc_AssignCustomersToEntitlements.html) (see the first bulleted point on the page)

**QUESTION 5**

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**

**Explanation:**

<ftp://public.dhe.ibm.com/common/ssi/ecm/en/zzd03084usen/ZZD03084USEN.PDF> (page 2, table, first row)

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