Vendor: IBM

Exam Code: 000-M88

Exam Name: IBM Unica Enterprise Marketing Ops

Technical Mastery v1

Version: DEMO

1.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

2.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

3.Which of the following data redistribution methods generally results in the fastest query times?

A.Co-located joins

B.Single redistribution joins

C.Double redistribution joins

D.Broadcast joins

Answer: A

4.In a Unica Marketing Operations Project Details view, what tab displays all modifications made to the Project or Request since its creation?

A.Summary

B.Tracking

C.Analytics

D.Budget

Answer: C

5.In Unica Marketing Operations, how many templates can a customer have for digital assets?

A.One

B.Three

C.Five

D.Ten

Answer: A

6.In Unica Marketing Operations, a user can link to a Campaign only if:

A.The user is an administrator.

B.The user has both Unica Marketing Operations and Unica Campaign installed.

C.The user has Campaign permissions.

D.The user sets the Project to Linked status.

Answer: B

7.In Unica Marketing Operations, what type of budget planning is particularly useful if a plan has predictable expenses from year to year?

A.Bottom up budget.

B.Top down budget.

C.Master budget.

D.Cash budget.

Answer: B

8.In Unica Marketing Operations, where does a user go to view the marketing object types for a Project?

A.In the Workflow.

B.In the Project Summary Tab.

C.In the marketing object template.

D.On the marketing object list page.

Answer: D

9.In Unica Marketing Operations, what is/are the key capability/capabilities for Accounts?

A.Define the hierarchy of accounts and subaccounts.

B.Fund or allocate money to the account, at the beginning of a fiscal period.

C.Track estimated and actual withdrawals from those accounts, by time period.

D.All of the above.

Answer: D

10.In Unica Marketing Operations, where does a user - who has permission ?go to view a Plan's status,

Program areas, and security policy?

A.Settings menu

B.Attachments tab

C.Summary tab

D.Project home page

Answer: C