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Exam : **M8010-246**

Title : IBM Smarter Commerce Sales Mastery Test v1

Version : DEMO

1.You can create a powerful self-service experience for the customer using?
A. The IBM Customer Experience Suite
B. The IBM Commerce Framework
C. The IBM Enterprise Service Process Manager
D. The IBM Customer Service System
Answer: A

2.Segmentation, offer management, interaction history, real-time behavioral targeting, and contact optimization are examples of capabilities delivered as part of what?
A. Data mining.
B. Social platform.
C. Central decisioning.
D. Customer clustering.
Answer: C

3.Smarter Commerce is focused on which of the following 3 dimensions with respect to the customer?
A. Customer potential, customer transaction capture, customer fulfillment.
B. Customer insight, customer value strategy, customer & partner engagement.
C. Customer demographics, customer geography, customer affluence.
D. Customer returns, customer purchases, customer order changes.
Answer: B

4.Smarter Commerce capabilities are packaged and delivered as what?
A. A single, high-value, shrink-wrapped, solution for commerce.
B. Middleware components requiring additional business function software.
C. Software, hardware, and services to deliver specific business processcapabilities which support each phase of the commerce cycle.
D. A simple monolithic application for each phase of the commerce cycle.
Answer: A

5.What provides the capability to rapidly deliver new web concepts or delineated brand sites via asset sharing on a common platform?
A. Personalization
B. Social integration
C. Partnership with affiliates
D. Extended sites
Answer: B