



**Vendor:** IBM

**Exam Code:** P2080-088

**Exam Name:** IBM Unica Enterprise Marketing Operations  
Technical Mastery Test v1

**Version:** DEMO

#### QUESTION 1

In Unica Marketing Operations, which business process is described as a structure that contains all the information related to developing and executing one or more related marketing deliverables or initiatives?

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

**Answer: C**

#### QUESTION 2

In Unica Marketing Operations, where does a user set their user interface so that it provides them with the ability to view and receive project information that is relevant only to them?

- A. Settings menu under Project.
- B. Options icon under Project.
- C. Main menu under Project.
- D. Project Summary tab.

**Answer: B**

#### QUESTION 3

In Unica Marketing Operations; where are custom tabs created for the Project Details view?

- A. In the Project details view.
- B. Within the Project Summary Tab.
- C. Within a Project Request.
- D. In the project template.

**Answer: D**

#### QUESTION 4

How does a user customize the Unica Marketing Operations Workflow timeline view?

- A. Use Workflow timeline menu.
- B. Change the Workflow status to Edit and select View.
- C. Use the Layout link in the Workflow tab.
- D. User must have permission to customize a timeline view.

**Answer: C**

#### QUESTION 5

When a Unica Marketing Operations Project Request is returned by a recipient, what actions can the user who created the request do?

- A. Cancel only
- B. Redraft or Cancel

- C. Ignore the returned request and create the Project.
- D. Redraft only

**Answer:** B

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