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_brochu r e.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 (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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