



Vendor: IBM

Exam Code: M2050-246

Exam Name: IBM Smarter Commerce Sales Mastery Test
v1

Version: DEMO

QUESTION 1

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 process capabilities which support each phase of the commerce cycle.
- D. A simple monolithic application for each phase of the commerce cycle.

Answer: A

QUESTION 2

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

QUESTION 3

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

Explanation:

ftp://lotusweb.boulder.ibm.com/lotusweb/portal/assets/vo_script.pdf

QUESTION 4

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

Explanation:

http://www-304.ibm.com/businesscenter/cpe/download0/222611/Unica_WP_The_Evolving_Marketing.pdf
(the image on page 2)

QUESTION 5

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

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