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1年間無料アップデート

Exam : **000-M608**

Title : IBM Retail Industry Solutions Sales Mastery Test v1

Version : DEMO

1.What is a primary benefit to using the IBM Retail framework, for IBM's anchor account planning process?
A.Better coordination of IBM's resources across company divisions and brands
B.Provides better software pricing
C.Assists with complex deal negotiations
D.Assists with a better customer understanding
Answer: D

2.Which of the following trends is most dramatically affecting retailers' use of media for marketing?
A.The internet is a rapidly growing online medium
B.There are more than 5500 magazines in which to advertise
C.The iPhone has emerged as a new communication platform
D.Consumers pay more attention to other consumers' opinions than retailer's ads
Answer: A

3.What functionality does IBM WebSphere Commerce product deliver to the client?
A.Web applications
B.Scenario analysis
C.Business intelligence
D.Financial services
Answer: A

4.Which of the following capabilities is a part of driving Operational Excellence?
A.Merge workforce and task management
B.Empower store associates with product knowledge
C.Embed intelligence into client interaction
D.All of the above
Answer: D

5.Which of the following is a key Technology challenge faced by Retailers?
A.Retail Blurring of Segments and Channels
B.Private Label Proliferation
C.Pervasive Connectivity and Mobile Devices
D.Urban population is greater than rural population for the 1st time in human history
Answer: A