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練 習 問 題



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1年間無料アップデート

Exam : **M2020-732**

Title : IBM SPSS Modeler Sales Mastery Test v1

Version : DEMO

1.As part of your IBM SPSS Modeler opportunity progression, the Chief Financial Officer of the prospective company requests a Return on Investment reference for IBM SPSS Modeler. Which would NOT apply?
A. A building manufacturer realized a 113% return on investment in 12 months.
B. A division within IBM predicts to have 150% return on investment in one year.
C. A telemarketer using ANOVA realized $2M in cost savings the first year of use.
D. A telecommunications company who realized $3.8M in cost savings per year.
Answer: B

2.Which pain point of business executives is best addressed by IBM SPSS Modeler?
A. The need to make smarter decisions at all levels of the organization.
B. Rapidly increasing marketing costs.
C. Inability to automate routine analytics tasks.
D. Regulatory compliance.
Answer: C

3.A prospect wants to better predict who will respond to his marketing campaigns. He is currently evaluating a variety of solutions. According to BANT, what information is needed to determine if this opportunity is viable?
A. Identify Authority to Purchase, Determination of Timeline for Acquisition, Assessment of Need, Confirmation of Budget
B. Identify Authority to Purchase, Estimation of Return on Investment, Services and Training Needs Assessment, Confirmation of Budget
C. Identify Authority to Purchase, Estimation of Return on Investment, Determination of Market Segment Application. Confirmation of Budget
D. Services and Training Needs Assessment, Determination of Market Segment Application, Assessment of Need, Determination of Timeline for Acquisition
Answer: B

4.When an organization is using or interested in R, which of the following statements is true?
A. R can do everything that IBM SPSS Modeler can do.
B. IBM SPSS Modeler can use and augment R.
C. IBM SPSS Modeler and R are incompatible.
D. R has powerful deployment capabilities.
Answer: B

5.Which of the following is NOT a value proposition that would be used when competing against SAS for an opportunity?
A. IBM SPSS Modeler is typically quicker to implement with a large data provider, experiencing a 6 to 1 faster implementation time with SPSS over SAS.
B. IBM SPSS Modeler empowers business users with a marketing department gaining IT independence by allowing them to do their own market basket analysis and loyalty models.
C. IBM SPSS Modeler delivers faster time to value, with a North American insurance company reducing model development time from 18 months to 6 weeks when using SPSS vs. SAS.

D. IBM SPSS Modeler has more algorithms providing for deeper analytical options. This helps retailers secure 10K additional customers when they use a secret algorithm their competitors couldn't duplicate.
Answer: C