TESTPASSPORT

練 習 問 題



高 品 質 な 学 習 リ ソ ー ス

https://www.testpassport.jp

1年間無料アップデート

Exam : **M2080-658**

Title : IBM DemandTec Sales Mastery Test v1

Version : Demo

1.DemandTec's End to End Promotion Management (ETEP) solution includes all of the following capabilities except for:
A. Promotion Execution
B. Promotion Planning
C. Promotion Optimization
D. Price Optimization
Answer: D
Explanation:
End-to-End Promotion Management can help reduce complexity through a fully integrated promotion-planning solution designed and built for today's retail venues.
Incorrect:
Not A: IBM DemandTec Promotion Execution Enables retailers to build a single repository for all their information and content about promotional offers and events.
Not B: IBM DemandTec Promotion Planning Enables retailers to establish a single repository of promotional offers.
Not C: IBM DemandTec Promotion Optimization Enables retailers to determine the optimal promotions to accomplish merchandising and marketing objectives.

2.Which DemandTec CP offerings allow a CP to optimize marketing investments across brands and tactics?
A. Strategic Marketing Planning
B. Advanced Deal Management
C. Strategic Trade Planning
D. Customer Trade Planning
Answer: A
Explanation:
IBM DemandTecStrategic Marketing Planning clarifies where and how to allocate marketing spending. This helps marketing executives, brand managers and marketing researchers to track, forecast and optimize marketing plans.
Note: CP Company – means a Customer who produces Consumer Products.
Incorrect:
Not B: IBMDemandTec Deal Management is designed to help retailers automate and streamline presentations, negotiations, invoicing and reconciliation of deals they receive from their vendors in a security-rich, web-based environment.
Not C: IBM DemandTecStrategic Trade Planning helps you to dramatically improve your pricing and trade promotion spend while aligning strategic objectives from corporate to the field. Users can complete this in real time to continuously enable better decision making throughout the year
Not D: IBMDemandTec Customer Trade Planning business managers to forecast promotion and pricing activity in a unified planning environment.
With this powerful capability, manufacturers can understand, plan and predict price and trade promotion volume and profitability metrics. This will help transform the trade planning function and provide a sustainable competitive advantage.

3.The target buyer for DemandTec Promotion Planning and DemandTec Promotion Execution includes all

but which of the following roles?
A. CFO
B. VP Marketing
C. VP Merchandising
D. VP Advertising
Answer: A
Explanation:
IBM DemandTec Promotion Execution Enables retailers to build a single repository for all their information and content about promotional offers and events. IBM DemandTec Promotion Planning Enables retailers to establish a single repository of promotional offers.
Note: CFO -Chief Financial Officer

4.Which DemandTec competitor for Lifecycle Price Management was acquired by dunnhumby?
A. Predictix
B. Revionics
C. KSS Retail
D. Khimetrics
Answer: C
Explanation:
KSS Retail, a provider of analytics software and services for retail price optimization and promotions planning, was acquired by dunnhumby in 2010.

5.DemandTec's competition for the Total Trade Optimization offerings includes all but which of the following?
A. SAP
B. Accenture/CAS
C. Nielsen
D. Oracle
Answer: A
Explanation:
Incorrect:
not C:DemandTec, an IBM company that worked with Nielsen to deliver monthly ROI reports supplementing the annual or quarterly analyses the company used in the past.