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Q&A

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Exam : **M2090-618**

Title : IBM Business Analytics Midmarket Foundational Sales Mastery Test v2

Version : DEMO

1.Which pain point can IBM Midmarket solutions help overcome?
A. The customer is struggling with complex territory to account alignment processes
B. The customer needs to implement and manage group HR policy across multiple companies
C. The customer has difficulty managing patient records and archiving historical data
D. The customer needs an analytic solution that communicates information across the enterprise
Answer: D

2.During a conversation with the Sales Director, you try to uncover areas where your solution could add value in his department. Which question would you ask?
A. Are you able to identify which promotional periods or campaigns were the most productive in converting leads?
B. How do you communicate financial plans and forecasts to other groups in the company such as operations or research and development?
C. How much time do you spend manually aggregating and managing budgets rather than working on strategic initiatives?
D. What happens when you need to combine information from multiple data sources to produce business reports?
Answer: C

3.Where can you find specific Business Analytics Midmarket customer success stories?
A. AnalyticsZone.com website
B. Customer Reference Database
C. DeveloperWorks
D. IBM.com Website
Answer: D

4.An existing IBM Cognos Express Performance Management customer needs self service reporting, visualization capabilities in the form of reports and dashboards to drive decision making. Which solution would provide those capabilities?
A. IBM Cognos Express Business Intelligence
B. IBM Cognos Insight
C. IBM Cognos Disclosure Management Express
D. IBM SPSS Modeler
Answer: A
Explanation:https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0CC0QFjAA&url=http%3A%2F%2Fwww.csiltd.co.uk%2Flibrary%2Fdownload%2Fdatasheet-cognosexpress%2F&ei=n3ZXVNvvMeiHsQT6o4CYCg&usg=AFQjCNGuzRg62g7L9OPlfH9z4aErrNF2yA&sig2=3cIECokn5rZdqMDytsFKsQ&bvm=bv.78677474,d.cWc

5.How many IBM sales stages are there?
A. There are 6 (six) stages but in GPP they are considered to be 3 (three) stages
B. There are 11 (eleven) stages but in GPP they are considered to be 6 (six) stages
C. There are 9 (nine) stages but in GPP they are considered to be 4 (four) stages
D. There are 11 (eleven) stages but in GPP they are considered to be 5 (five) stages

Answer: A

Explanation:http://www-05.ibm.com/pt/clientcenter/gpp_presentation_V15.pdf