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Exam : **P2080-096**

Title : IBM Unica Enterprise Campaign Technical Mastery Test V1

Version : DEMO

1.In Unica Campaign, where do you navigate to access the Advanced Settings that allow you to manage some Unica Campaign settings and server optimization features.?
A.Go to the Summary tab of the campaign.
B.Open the flowchart in Edit mode and select Options.
C.View the flowchart in View mode and select Run.
D.Open the flowchart in Edit mode and select Admin.
Answer:D

2.What key concept in Unica Campaign provides a collection or set of one or more tasks, or processes, that Unica Campaign executes to specify and select the desired target(s) of a customer's marketing campaign and, optionally, assigns offers, outputs data and tracks responses?
A.Offer
B.Campaign
C.Flowchart
D.Session
Answer:C

3.Which Unica Campaign process defines the criteria to locate a set or group, such as a list of customers, from a customer's marketing data?
A.Select
B.Audience
C.Merge
D.Sample
Answer:A

4.What type of data table in Unica Campaign contains information that augments a base table; for example, demographics, accounts belonging to a customer, order transactions belonging to a customer?
A.Base record table
B.Dimension table
C.General table
D.Active record table
Answer:B

5.For Unica Campaign, what prefix is used for system tables?
A.UARC_
B.DBO_
C.UA_
D.SYS_
Answer:C

6.What is a recommended part of the planning process for a customer in order to install Unica Campaign?
A.Hardware and software environment and Unica hardware sizing parameters.
B.Create Campaigns
C.Install Cognos

D.Configure the Unica Marketing platform parameters.
Answer:A

7.What is a key tool to use when creating the database and schema for the Unica Campaign system tables?
A.unica_actrg
B.Unica Campaign database information checklist.
C.unica_svradmin
D.Database native data loaders.
Answer:B

8.Where does a customer obtain a software license key, which is required for Unica Campaign v8.2 or lower?
A.By contacting admin@us.ibm.com.
B.By contacting the Unica license administrator.
C.By contacting campaignlicense@us.ibm.com.
D.By contacting Unica support.
Answer:D

9.What templates does a customer need to import if the Unica Marketing Platform and Unica Campaign system tables databases are of the same database type?
A.None, the system automatically imports the template.
B.SQLServer template
C.Oracle template
D.DB2 template
Answer:A

10.If you are using Unica Campaign with more than one partition, what must a customer do to configure the IBM Cognos Reports Package?
A.The Reports Package does not support multiple partitions.
B.Configure once for all partitions.
C.Install Cognos on a separate server.
D.Configure for each partition.
Answer:A

11.What utility tool should a customer use if they want to export an XML version of configuration settings for backup, or to import the settings into a different installation of Unica Marketing Platform?
A.populateDb
B.configTool
C.partitionDb
D.unica_actrg
Answer:B

12.Which Unica Campaign object(s) has no naming restrictions, for instance, using special characters

like ? or >?
A.Audience levels not including audience level field names.
B.Custom attribute display names not including custom attribute internal names.
C.Offer templates
D.All of the above.
Answer:D

13.What do you use in Unica Campaign to create a new variable for querying, segmenting, sorting, calculating, or providing output to a table?
A.Derived Fields
B.Snapshot Process
C.Extract Process
D.Dimension Hierarchy
Answer:A

14.When should a user regenerate a strategic segment in Unica Campaign?
A.Never
B.Daily
C.When datasource contents have changed.
D.Whenever a new campaign is created.
Answer:C

15.When working with Unica Campaign Response History Administration, what is a key step before beginning the work?
A.Configure response processes.
B.Define audience levels.
C.Configure table mappings.
D.Configure audience process.
Answer:B