P8010-088

IBM Unica Enterprise Marketing Operations Technical Mastery Test v1

DEMO

QUESTION 1

In Unica Marketing Operations, in what policy does an administrator set up function grants or blocks to identify what each type of user can or cannot do?

A. Admin

B. User

C. Security

D. Roles

Answer: C

QUESTION 2

What Project tab in Unica Marketing Operations would a customer use to add and remove Project roles?

A. Custom tab

B. People

C. Workflow

D. Digital Assets

Answer: B

QUESTION 3

In Unica Marketing Operations, what type of budget planning is particularly useful if a plan has predictable expenses from year to year?

A. Bottom up budget.

B. Top down budget.

C. Master budget.

D. Cash budget.

Answer: B

QUESTION 4

In Unica Marketing Operations, where does a user go to view the marketing object types for a Project?

A. In the Workflow.

B. In the Project Summary Tab.

C. In the marketing object template.

D. On the marketing object list page.

Answer: D

QUESTION 5

In Unica Marketing Operations, what is/are the key capability/capabilities for Accounts?

A. Define the hierarchy of accounts and subaccounts.

B. Fund or allocate money to the account, at the beginning of a fiscal period.

C. Track estimated and actual withdrawals from those accounts, by time period.

D. All of the above.

Answer: D

QUESTION 6

In Unica Marketing Operations, where does a user -who has permission -go to view a Plan's status,

Program areas, and security policy?

A. Settings menu

B. Attachments tab

C. Summary tab

D. Project home page

Answer: C

QUESTION 7

Which information types are contained in Unica Marketing Operations?

A. Approvals and Workflow

B. Digital Assets and Workflow

C. Approvals and Digital Assets

D. Approvals, Digital Assets and Workflow

Answer: D

QUESTION 8

In a Unica Marketing Operations Project Workflow, how does a user organize Workflow tasks under a

heading?

A. Change the Task number.

B. Create a stage.

C. Edit dependent tasks under one heading.

D. Create a group.

Answer: B

QUESTION 9

In Unica Marketing Operations, a user can import and export grid data to what format?

A. text (.txt) file

B. HTML table

C. Excel spreadsheet

D. comma separated values (.csv) format