Exam : **000-M241**

Title : IBM Enterprise Marketing Management Sales Mastery Test v1

Version : Demo

1.How is the Coremetrics Software as a Service (SaaS) product used in IBM's MM product lineup?

A. It is used as a deployment model to optimize online marketing.

B. It is used as a recovery mode to recover from online disasters.

C. It is used as a replication server to replicate marketing information.

D. It is used as a tracking product for tracking customer transactions.

Answer: A

2.What is the value proposition of the Unica Leads product offering?

A. To deliver quality leads in a timely manner.

B. To create new market channels through leads generation.

C. To offer new product offerings through channel marketing.

D. To sustain existing channels through demand generation.

Answer: A

3.What is one of the main competitors for IBM's EMM offerings in the marketplace?

A. Teradata

B. IndustryTrends

C. OpenAnalytics

D. NetTrends

Answer: A

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