Vendor:IBM

Exam Code:C2080-470

Exam Name:IBM Unica Campaign V8.5

Version: Demo

QUESTION 1

An administrator has just installed Unica Platform and Unica Campaign. The administrator now wants to add new users to the system and wants to set access and functional permissions. Where is security arranged and configurable for Unica Campaign?

A. In Unica Platform.

B. In Unica Campaign.

C. On the client\\'s web browser.

D. In the web application server.

Correct Answer: A

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QUESTION 2

Which of the following does NOT contain important inputs to gather for sizing an initial Campaign hardware and database size installation?

A. Contact History use; Output preservation period

B. Expected CPU utilization; Actual flowchart file sizes

C. Expected number of users; whether "In Database Processing" will be used

D. Number of planned concurrent users; Whether "Strategic Segments" will be used

Correct Answer: B

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QUESTION 3

What JDBC type database driver works with Unica products?

A. Type 2 JDBC drivers must be used.

B. Type 4 JDBC drivers must be used.

C. Any type 4 and above JDBC drivers can be used.

D. Any certified JDBC drivers that have been tested can be used.

Correct Answer: B

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QUESTION 4

A user is working to divide a group of Clients into homogenous buckets based on different attributes. This operation is best performed within which Unica Campaign process?

A. Merge Process

B. Select Process

C. Sample Process

D. Segment Process

Correct Answer: D

QUESTION 5

Which Unica Campaign V8.5 utility is used to update record counts in a catalog?

A. unica_aclsnr

B. unica_svradm

C. unica_acgenrpt

D. unica_acsesutil

Correct Answer: D

QUESTION 6

A customer has Unica Campaign installed on a UNIX operating system and is having problems with character encoding. Specifically, they notice that non-ASCII characters are corrupted only when written to flat files. Which Unica configuration setting should be checked?

A. Configuration > Settings --> Campaign > unicaACListener > systemStringEncoding.

B. JAVA_OPTIONS or JVM arguments need to be set to UTF-8 in the Web Application server.

C. Configuration > Settings --> Campaign > partitions > partition[n] > server > encoding > stringEncoding.

D. Configuration > Settings --> Campaign > partitions > partition[n] > dataSources - stringencoding setting.

Correct Answer: C

QUESTION 7

An administrator has created an offer template with an attribute \\'Cost to company\\' . How should the above attribute be defined so that no user could change or override its value while creating an offer using the aforementioned template?

A. Cost to company should be defined as a \\'Static Attribute\\'.

B. Cost to company should be defined as a \\'Hidden Attribute\\'.

C. Cost to company should be defined as a \\'Custom Cell Attribute\\'.

D. Cost to company should be defined as a \\'Parameterized Attribute\\'.

Correct Answer: B

QUESTION 8

A customer has the following requirements in a Unica deployment: they require an authentication against their corporate network and a backup logon solution in case the network is down. Which setup should be implemented?

A. Use Windows Integrated Login.

B. Use Unica Platform authentication.

C. Use a LDAP authentication solution.

D. Use a Single Sign-On (SSO) solution.

Correct Answer: C

QUESTION 9

A user does not want the dashboard to display when Unica Campaign is first opened. Instead, the user simply wants to use the currently displayed All Campaigns page as the home page. How can this be done?

A. A user cannot change the dashboard home page. Only the administrator can.

B. In the Campaign application, go to "Settings" and select "Configuration". Under the "Campaign" category, click "navigation".

C. In the Campaign application, go to "Settings" and select "Set current page as home". The user must have permissions to set the page selectedas home.

D. In the Campaign application, go to "Settings" and select "Set current page as home". The user does not need any special permission to set anypage selected as home.

Correct Answer: C

QUESTION 10

An administrator is responsible for setting up triggers for use with Unica Campaign and third party systems. The administrator creates a synchronous outbound trigger that runs an external third party scoring mechanism. The specialist needs to wait for the resulting scores to be produced before continuing to run the flowchart. The name of the trigger is RunScoreProgram. What is the correct syntax to define that this is a synchronous trigger?

A. RunScoreProgram /

B. RunScoreProgram ?

C. RunScoreProgram $

D. + RunScoreProgram

Correct Answer: B

QUESTION 11

A specialist would like to mimic a Unica Campaign database connection using the same methods as Campaign unica_acsvr. Which database utility should be used?

A. oratest

B. db2test

C. cxntest

D. odbctest

Correct Answer: C

QUESTION 12

A campaign user has come to the specialist indicating that one particular flowchart is taking too long to run, and they need help finding the bottleneck. What are the most logical first steps to try to isolate the actual bottleneck(s)?

A. The specialist needs to send the user a re-sizing questionnaire, since this means the user\\'s system is undersized.

B. The specialist should request that the user monitor the performance of the database because it\\'s most likely a database problem.

C. The specialist needs to ask for a copy of that flowchart\\'s log file and the flowchart template file, and use it to begin the initial assessment of thesituation.

D. The specialist needs to ask the user a sequence of questions about all of the flowcharts such as how many records do they select initially, howmany segment boxes do they have, and how many output records do they write per day.

Correct Answer: C

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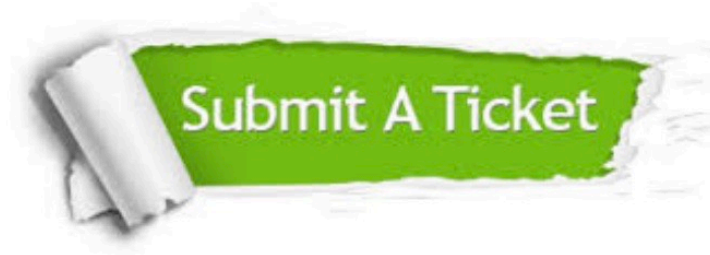
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