

**Vendor:** IBM

**Exam Code:** M2020-615

**Exam Name:** IBM Business Analytics Performance  
Management Sales Mastery Test v2

**Version:** Demo

**Question No : 1**

A prospect is interested in IBM Cognos Incentive Compensation Management, but has been told by a competitor that the built-in capabilities are too limited. Which differentiator would you highlight in order to demonstrate how ICM can easily meet different and changing needs?

- A. Business User Friendly
- B. Flexibility
- C. Integrated Product
- D. Performance & Scalability

**Answer: D**

Reference:<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management/>

**Question No : 2**

Which role is most responsible for system-based data governance?

- A. Chief Information Officer
- B. Chief Financial Officer
- C. Controller
- D. VP of Sales or Marketing

**Answer: A**

**Question No : 3**

Which characteristic of IBM Cognos TM1 provides near-instantaneous responsiveness when working with complex models?

- A. Simple modeling language
- B. Multi-dimensional database
- C. In-memory analytics
- D. Built-in data integration

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**Answer: C**

**Question No : 4**

A sales representative has just secured a meeting with the CFO. What should the sales representative focus on in their opener in order to receive the most positive reaction?

- A. The business value that IBM's Business Analytics FPM solutions can deliver to the company
- B. A specific capability of IBM's Business Analytics FPM solutions
- C. The benefit provided by a specific capability of IBM's Business Analytics FPM solutions
- D. The turbulent economic climate

**Answer: B**

**Question No : 5**

A sales representative has just secured a meeting with a manager in the CFO's office. What tactic should they avoid for this initial meeting?

- A. Be credible.
- B. Be a strategic resource.
- C. Focus on the customer.
- D. Focus on the sale.

**Answer: D**

**Question No : 6**

Which office often receives the greatest share of performance management budget and is increasingly a strategic sponsor on enterprise-wide performance management initiatives?

- A. Finance
- B. Operations
- C. Sales
- D. Customer service

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**Answer: A**

**Question No : 7**

What is one of the major difficulties today's companies are facing in the area of financial planning and analytics?

- A. Too much effort spent maintaining budgets and forecasts
- B. Lack of talent in finance departments
- C. Access to financial data sources
- D. Incomplete functionality for complex global financial consolidation

**Answer: A**

**Question No : 8**

Taking into account market conditions, which type of enterprise plan is most critical because it contains the most current balance estimates?

- A. Budget
- B. Forecast
- C. Model
- D. Strategy

**Answer: A**

**Question No : 9**

According to studies by IBM and Gartner, which agenda item is assigned the highest priority by Chief Information Officers (CIOs)?

- A. Compliance
- B. Business analytics
- C. Mobility solutions
- D. Risk management

**Answer: B**

**Question No : 10**

Which component of the IBM Cognos platform will appeal to executives who just want a quick glance at the key indicators of their company's success?

- A. Planning
- B. Analysis
- C. Dashboard
- D. Reporting

**Answer: C**

**Question No : 11**

A prospect is interested in IBM Cognos TM1, but they are concerned that its built-in reporting capabilities are too limited. Which IBM Cognos product can be combined with TM1 to support broader reporting needs?

- A. IBM Cognos Enterprise
- B. IBM Cognos Statistics
- C. IBM Cognos Controller
- D. IBM Cognos Business Viewpoint

**Answer: C**

Reference:<http://www.inteligencija.com/index.php/en/component/phocadownload/category/12-ibm-cognos?download=84:ibm-cognos-brochure>

**Question No : 12**

Which component of IBM Cognos TM1 is designed for power users to maintain dimensions, cubes, rules, integration, and security?

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- A. TM1 Executive Viewer
  - B. TM1 Web
  - C. TM1 Excel
  - D. TM1 Server Explorer

**Answer: D**

Reference: [ftp://ftp.boulder.ibm.com/software/data/sw-library/cognos/ch/de/de\\_CH\\_Martin\\_Moser\\_Infoseminar\\_TM1\\_C8.pdf](ftp://ftp.boulder.ibm.com/software/data/sw-library/cognos/ch/de/de_CH_Martin_Moser_Infoseminar_TM1_C8.pdf) (slide 6, see TM1 server explorer)

**Question No : 13**

Which of the following statements is TRUE regarding the benefits of IBM's Business Analytics SPM solutions for management and sales executives?

- A. Scenario modeling helps determine appropriate plan changes resulting in better decision making
- B. Input forms and Presenter allow quick changes to data and reports.
- C. Visibility into details viewed by direct reports helps resolve inquiries faster.
- D. Process Lists keep common tasks organized and ensure nothing is missed.

**Answer: A**

**Question No : 14**

Which of the following is not a challenge that IBM's Enterprise Disclosure Management solutions are specifically designed to address?

- A. Unable to bring together BI data and performance management reports and combine them with narrative analysis.
- B. Easily query data and create ad-hoc reports
- C. Time consuming manual processes, replacing them with intelligent process design and automation
- D. Inability to effectively manage security, controls and governance

**Answer: D**

**Question No : 15**

Which of the following industries is most likely to face issues around high employee turnover, introducing and managing SPIF programs and store transfers?

- A. Insurance
- B. Retail
- C. Banking
- D. High-Tech

**Answer: D**

**Question No : 16**

Which of the following characteristics positions IBM's Enterprise Disclosure Management solution when electronic filing is a key requirement?

- A. Timely, accurate delivery of performance reports and narrative analysis to internal and external stakeholders.
- B. Standardize and automate manual processes
- C. Speeds and simplifies creation of reports that require use of XBRL - i.e. extensible business reporting language
- D. Reduces the risk of errors inherent in spreadsheet-based processes and activities

**Answer: A**

Reference:<http://www.newcomp.com/EN/solutions/EnterpriseDisclosureManagement.cfm>