Vendor: IBM

Exam Code: 000-M88

Exam Name: IBM Unica Enterprise Marketing Ops
Technical Mastery v1

Version: DEMO
1. In Unica Marketing Operations, which of the following is a requirement for linked Programs and Plans?
   A. Must have the same owner.
   B. Must have the same security policy.
   C. Must have the same status.
   D. Must have the same effective date.
   **Answer:** B

2. In Unica Marketing Operations, a user can generate single-object reports, such as Revision History or Approval Responses. Where are these reports available for Projects, Programs and Plans?
   A. Workflow tab
   B. Summary tab
   C. Custom tab
   D. Analysis tab
   **Answer:** D

3. Which of the following data redistribution methods generally results in the fastest query times?
   A. Co-located joins
   B. Single redistribution joins
   C. Double redistribution joins
   D. Broadcast joins
   **Answer:** A

4. In a Unica Marketing Operations Project Details view, what tab displays all modifications made to the Project or Request since its creation?
   A. Summary
   B. Tracking
   C. Analytics
   D. Budget
   **Answer:** C

5. In Unica Marketing Operations, how many templates can a customer have for digital assets?
   A. One
   B. Three
   C. Five
   D. Ten
   **Answer:** A

6. In Unica Marketing Operations, a user can link to a Campaign only if:
   A. The user is an administrator.
   B. The user has both Unica Marketing Operations and Unica Campaign installed.
C. The user has Campaign permissions.
D. The user sets the Project to Linked status.

**Answer:** B

7. 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

8. 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

9. 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

10. 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