



# ITTEST

## QUESTION & ANSWER

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**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