

QUESTIONS & ANSWERS

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IBM

P8010-088

*IBM Unica Enterprise Marketing Operations Technical
Mastery Test v1*



DEMO

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- A. Change the Task number.
- B. Create a stage.
- C. Edit dependent tasks under one heading.
- D. Create a group.

Answer: B

QUESTION: 50

In Unica Marketing Operations, how are digital assets stored?

- A. In a library.
- B. In the Summary tab.
- C. In the Attachments tab.
- D. In the marketing objects folder.

Answer: D

QUESTION: 51

By default, Unica Marketing Operations provides four reports and six dashboard components. The Unica Marketing Operations reports package provides additional example reports and dashboard report components created in what application?

- A. SAP Business Objects Enterprise
- B. SQL Server Reporting Service (SSRS)
- C. Java Reporting tool
- D. IBM Cognos BI

Answer: D

QUESTION: 52

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

QUESTION: 53

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

QUESTION: 54

Throughout Unica Marketing Operations, there are standard and custom tabs, and each of these contain fields. Any fields that are required have a red, double asterisk (**) next to them. What happens if you do not complete these fields?

- A. Error Message displays
- B. Alert appears
- C. Default is used
- D. It is left blank with no error message.

Answer: A

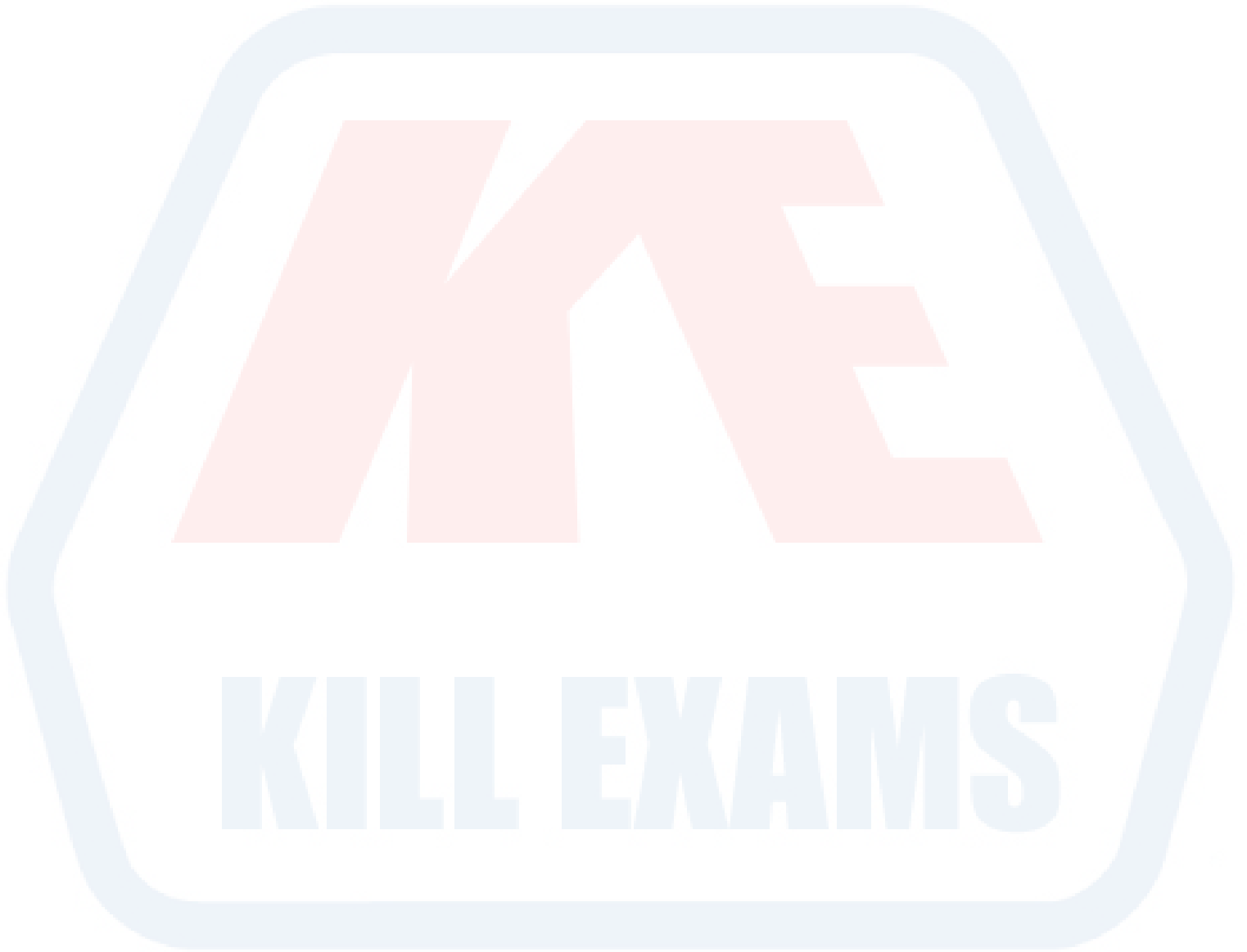
QUESTION: 55

In Unica Marketing Operations, which business process is described as a structure that contains all the information related to developing and executing one or more related marketing deliverables or initiatives?

- A. Program
- B. Plan
- C. Project

D. Request

Answer: C



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