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Exam : **M2080-241**

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 EMM productlineup?
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
Reference: http://www.informationweek.com/news/software/bi/231002187

2.What is the value proposition of the Unica Leads product offering?
A.To deliver quality leads in a timely manner.
B.Tocreate 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
Reference: http://www.unica.com/products/lead-managment.htm

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
Reference: http://crmsearch.com/aprimo-teradata.php