IBM

Exam C8010-471

IBM Marketing Operations V8.6, Deployment

Version: 4.0

[Total Questions: 60]

Question No : 1

In IBM Marketing Operations, which business process is described as a marketing activity and it is typically comprised of multiple related marketing deliverables or initiatives?

A. Program
B. Plan
C. Project
D. Request

Answer: A

Question No : 2

In IBM Marketing Operations, a Project team member can view and edit Project information based on what?

A. Their status.
B. Their location.
C. Their role.
D. Their project involvement.

Answer: C

Question No : 3

Where does a user connect the approval process to an Approval task in IBM Marketing Operations?

A. People tab
B. Summary tab
C. Workflow tab
D. Attachments tab

Answer: C

Question No : 4

What is the correct navigation path to customize the header and footer of email notifications?

A. Settings > Configuration > Customize Alerts
B. Settings > Configuration > Customize header and footer
C. Settings > Marketing Operations Settings > Customize Alerts
D. Settings > Marketing Operations Settings > Customize header and footer

Answer: C

Question No : 5

Throughout IBM 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 No : 6

In IBM 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

Question No : 7

The planning entities "Plan", "Program", and "Project" are the pre-defined types present in IBM Marketing Operations by default. Custom types can be added to Marketing Operations with "Marketing Objects," where a new type can be created, templates can be added for the type, and instances can be created from the type.

What are the main database tables for the storage of these pre-defined planning object instances and Marketing Object Instances?

A. The main table for storage of all the planning objects including Marketing Objects is the table "uap_planning_objects", and the columns "comp_type_name", "template_name", and "objectid", identify one instance uniquely. There are other supplementary tables for normalization.

B. Every "type" is stored in its own table, "uap_plans", "uap_programs", "uap_projects", and for marketing objects, the tables are named with "uap_" as the prefix, and the name of the type as the suffix (for example, if the name of the type is "myMarketingObject", then the table name is "uap_myMarketingObject". The columns "comp_type_name", "template_name", and "object_id" identify one instance uniquely. There are other supplementary tables for normalization.

C. The storage of these different types is very complex, compounded with the fact that Marketing Object types keep increasing with definition of new types. Because of this, all the predefined plannin entities "Plan", "Program", and "Project" and all the marketing objects are stored in the single table "uap_planningobjects", with "objectid", as the primary key, and the column "object_details_blob" o type "BLOB" that holds the serialized binary stream of the Java object. This way, no other supplementary tables are required, reducing complexity, and increasing performance of the system. Note: the column type for "BLOB" (Binary Large Object) type is different in different databases.

D. The built-in types (Plan, Program and Project) are stored in their own table, "uap_plans", "uap_programs", and "uap_projects" respectively. Each type has specific columns "planid", "programid". "projectid" for the ID of the object. The column "template_name" is present in tables "uap_programs", "uap_projects" for Programs and Projects, but not in "uap_plans", as there are no templates for the type "Plan". For all marketing objects, there is a single table "uap_mktgobject" The columns "comp_type_name", "template_name", and "mktg_object_id", identify instances uniquely. There are other supplementary tables for normalization.

Answer: D

Question No : 8

In IBM Marketing Operations, which reusable object is described as any electronically stored document that you may want to use or reference in a marketing program?