

# IBM

## Exam M2020-615

**IBM Business Analytics Performance Management Sales Mastery  
Test v2**

Version: 6.0

**[ Total Questions: 47 ]**

**Question No : 1**

A prospect is interested in IBM Cognos Incentive Compensation Management, but has been told by a competitor that the built-in capabilities are too limited. Which differentiator would you highlight in order to demonstrate how ICM can easily meet different and changing needs?

- A. Business User Friendly
- B. Flexibility
- C. Integrated Product
- D. Performance & Scalability

**Answer: D**

Reference:<http://www-03.ibm.com/software/products/en/cognos-incentive-compensation-management/>

**Question No : 2**

Which role is most responsible for system-based data governance?

- A. Chief Information Officer
- B. Chief Financial Officer
- C. Controller
- D. VP of Sales or Marketing

**Answer: A**

**Question No : 3**

Which characteristic of IBM Cognos TM1 provides near-instantaneous responsiveness when working with complex models?

- A. Simple modeling language
- B. Multi-dimensional database
- C. In-memory analytics
- D. Built-in data integration

**Answer: C**

**Question No : 4**

A sales representative has just secured a meeting with the CFO. What should the sales representative focus on in their opener in order to receive the most positive reaction?

- A. The business value that IBM's Business Analytics FPM solutions can deliver to the company
- B. A specific capability of IBM's Business Analytics FPM solutions
- C. The benefit provided by a specific capability of IBM's Business Analytics FPM solutions
- D. The turbulent economic climate

**Answer: B**

**Question No : 5**

A sales representative has just secured a meeting with a manager in the CFO's office. What tactic should they avoid for this initial meeting?

- A. Be credible.
- B. Be a strategic resource.
- C. Focus on the customer.
- D. Focus on the sale.

**Answer: D**

**Question No : 6**

Which office often receives the greatest share of performance management budget and is increasingly a strategic sponsor on enterprise-wide performance management initiatives?

- A. Finance
- B. Operations
- C. Sales
- D. Customer service