

IBM

Exam P2080-088

IBM Unica Enterprise Marketing Operations Technical Mastery Test v1

Version: 6.0

[Total Questions: 55]

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Question No:1

In Unica Marketing Operations; where are custom tabs created for the ProjectDetails view?

- A. In the Project details view.
- B. Within the Project Summary Tab.
- C. Within a Project Request.
- **D.** In the project template.

Answer: D

Question No: 2

How does a user customize the Unica Marketing Operations Workflow timeline view?

- A. UseWorkflow timeline menu.
- **B.** Change the Workflow status to Edit and select View.
- **C.** Use the Layout link in the Workflow tab.
- **D.** User must have permission to customize a timeline view.

Answer: C

Question No: 3

When a Unica Marketing Operations ProjectRequest is returned by a recipient, what actions can the user who created the request do?

- A. Cancel only
- B. Redraft or Cancel
- **C.** Ignore the returned request and create the Project.
- **D.** Redraft only

Answer: B

Question No: 4

In Unica Marketing Operations, which business process is described as a structure that

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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

Question No:5

In Unica Marketing Operations, where does a user set their user interface so that it provides them with the ability to view and receive project information that is relevant only to them?

- A. Settings menu under Project.
- **B.** Options icon under Project.
- C. Mainmenu under Project.
- **D.** Project Summary tab.

Answer: B

Question No: 6

In a Unica Marketing Operations Workflow, what scheduling mode is used when a user establishes the schedule as the official schedule that is updated regularly? (This mode enables project managers to capture the official schedule)

- A. Baseline
- B. Current
- C. Up-to-date
- D. Initial

Answer: C

Question No:7