IBM

Exam P8010-088

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, when a Project is created through a Project Request, who is the owner of the Project?

A. Person accepting the Project Request.
B. Person who sent the Project Request.
C. Project Team Manager.
D. Person who approves the Project Request.

Answer: A

Question No : 2

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. Main menu under Project.
D. Project Summary tab.

Answer: B

Question No : 3

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

A. Marketing object
B. Digital assets
C. Images
D. Approvals

Answer: B

Question No : 4

In Unica Marketing Operations, what is the communication that originates from Unica Marketing Operations and informs users about the change in status of a Unica Marketing Operations object?

A. Messages
B. Alerts
C. Project Details view
D. Error Message

Answer: B

Question No : 5

What Project tab in Unica Marketing Operations would a customer use to add and remove Project roles?

A. Custom tab
B. People
C. Workflow
D. Digital Assets

Answer: B

Question No : 6

What tool does Unica Marketing Operations provide to allow users to store all campaign- and project-related data within the project?

A. Excel spreadsheet
B. Columns
C. Grids
D. Workflows

Answer: C

Question No : 7

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