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Exam : **M2020-618**

Title : IBM Business Analytics
Midmarket Foundational Sales
Mastery Test v2

Vendor : IBM

Version : DEMO

NO.1 Which is the most important question to focus on to address customer need?

- A. Are they looking for a Business Analytics product?
- B. Are they satisfied with their current Business Intelligence solution?
- C. Are they using a data warehouse?
- D. Are they having specific business pains?

Answer: D

NO.2 What is the first and most important validation step that should be taken with any new opportunity?

- A. Determine products
- B. Determine competition
- C. Determine decision makers
- D. Determine BANT

Answer: A

NO.3 An existing IBM Midmarket customer would like to grow beyond 100 IBM Cognos Express users. What do they need to buy?

- A. Entitlements for additional IBM Cognos Express users
- B. A trade up to entitlements of IBM Cognos TM1 and or IBM Cognos Business Intelligence
- C. Entitlements for IBM Cognos Disclosure Management Express
- D. Entitlements for IBM Cognos Insight

Answer: D

NO.4 During a conversation with the Sales Director, you try to uncover areas where your solution could add value in his department. Which question would you ask?

- A. Are you able to identify which promotional periods or campaigns were the most productive in converting leads?
- B. How do you communicate financial plans and forecasts to other groups in the company such as operations or research and development?
- C. How much time do you spend manually aggregating and managing budgets rather than working on strategic initiatives?
- D. What happens when you need to combine information from multiple data sources to produce business reports?

Answer: B

NO.5 Identify the deployment option that is NOT available to buyers in the IBM Midmarket portfolio.

- A. On-premises
- B. Cloud
- C. Mobile
- D. Appliance

Answer: C

Reference:

<http://books.google.com.pk/books?id=3wsWAgAAQBAJ&pg=PA58&lpg=PA58&dq=IBM+midmarket+>

on+premise&source=bl&ots=jHYrziFpSL&sig=AT9U2SEsQQ7kKCR0
odcyRoLG8TU&hl=en&sa=X&ei=wltXVPTQHMLisASUgoHYBw&redir_esc=y#v=onepage&
q=IBM%20midmarket%20on%20premise&f=false