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Exam : **C8010-471**

Title : IBM Marketing Operations
V8.6, Deployment

Vendor : IBM

Version : DEMO

NO.1 A consultant has been asked to configure IBM Cognos Reports with an existing IBM Marketing Operations system.

Cognos is installed correctly and the Marketing Operations reports are correctly configured and dispatched.

The consultant needs to make only certain changes to the default configuration settings to Marketing Platform.

Which of the following parameters must be configured under Settings > Report > Integrations > Cognos?

- A. Integration Name, Version and Vendor
- B. Domain, Portal URL and Dispatch URL
- C. Portal URL, Dispatch URL and CognosLocation
- D. Authentication Mode, Authentication NameSpace and Authentication datasource name

Answer: B

NO.2 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

NO.3 For IBM Marketing Operations Programs, where does a user find a list of all child projects for the program? (This list shows the name of the project, the name of the project owners, the project ID, the date and time when the last person updated the project, the target start and end dates and the project status)

- A. Summary tab
- B. Settings menu
- C. Global dashboard
- D. Attachments tab

Answer: A

NO.4 In IBM Marketing Operations, in what policy does an administrator set up function grants or blocks to identify what each type of user can or cannot do?

- A. Admin
- B. User
- C. Security
- D. Roles

Answer: C

NO.5 What is the overall hierarchy in IBM Marketing Operations for marketing activities?

- A. IBM_USER: Plans > Programs > Projects > Subprojects
- B. IBM_USER: Plans > Projects > Subprojects > Programs

- C. IBM_USER: Programs > Projects > Plans
- D. IBM_USER: Programs > Plans > Projects > Subprojects

Answer: A

NO.6 What is the name of the temporary state where IBM Marketing Operations Projects that are completed or cancelled can be re-activated by a user who has a rights to do so? (The user can then update the project information and then change the state back to its previous state "completed" or "cancelled".)

- A. Inactive
- B. In Reconciliation
- C. On Hold
- D. Pending

Answer: B