

**IBM** 

**00M-608** 

IBM Retail Industry Solutions Sales(R) Mastery Test v1

### **Answer:** B

# **QUESTION: 27**

Which of the following is not a core part of the IBM Software Group Retail Strategy?

- A. Support for Open Standards and ISVs
- B. Reusable design patterns and code based assets
- C. The Transformation Engine
- D. IBM Software Products

#### **Answer:** C

# **QUESTION: 28**

Which IBM product allows retailers to understand what-if scenarios?

- A. COGNOS
- B. ILOG
- C. WRS
- D. SPSS

#### **Answer:** B

#### **Reference:**

ftp://public.dhe.ibm.com/common/ssi/ecm/en/wss14029usen/WSS14029USEN\_HR.PD F(page 2)

## **QUESTION: 29**

Which of the following media are most used by adults when they want to research a product?

- A. Social networks and blogs
- B. Mobile devices
- C. Internet and blogs
- D. Downloadable product brochures

#### **Answer:** A

# **QUESTION: 30**

Which IBM product allows the customer to data mine and do prediction analysis about its customers?

A. WRS

B. COGNOS

C. SPSS

D. ILOG

**Answer:** C

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