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## Q&A

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**Exam** : **000-M88**

**Title** : IBM Unica Enterprise  
Marketing Operations  
Technical Mastery Test v1

**Version** : DEMO

1.In Unica Marketing Operations, which of the following is a requirement for linked Programs and Plans?

- A.Must have the same owner.
- B.Must have the same security policy.
- C.Must have the same status.
- D.Must have the same effective date.

**Answer: B**

2.In Unica Marketing Operations, a user can generate single-object reports, such as Revision History or Approval Responses.Where are these reports available for Projects, Programs and Plans?

- A.Workflow tab
- B.Summary tab
- C.Custom tab
- D.Analysis tab

**Answer: D**

3.Which of the following data redistribution methods generally results in the fastest query times?

- A.Co-located joins
- B.Single redistribution joins
- C.Double redistribution joins
- D.Broadcast joins

**Answer: A**

4.In a Unica Marketing Operations Project Details view, what tab displays all modifications made to the Project or Request since its creation?

- A.Summary
- B.Tracking
- C.Analytics
- D.Budget

**Answer: C**

5.In Unica Marketing Operations, how many templates can a customer have for digital assets?

- A.One
- B.Three
- C.Five
- D.Ten

**Answer: A**

6.In Unica Marketing Operations, a user can link to a Campaign only if:

- A.The user is an administrator.
- B.The user has both Unica Marketing Operations and Unica Campaign installed.
- C.The user has Campaign permissions.
- D.The user sets the Project to Linked status.

**Answer: B**

7.In Unica Marketing Operations, what type of budget planning is particularly useful if a plan has predictable expenses from year to year?

- A.Bottom up budget.
- B.Top down budget.
- C.Master budget.
- D.Cash budget.

**Answer: B**

8.In Unica Marketing Operations, where does a user go to view the marketing object types for a Project?

- A.In the Workflow.
- B.In the Project Summary Tab.
- C.In the marketing object template.
- D.On the marketing object list page.

**Answer: D**

9.In Unica Marketing Operations, what is/are the key capability/capabilities for Accounts?

- A.Define the hierarchy of accounts and subaccounts.
- B.Fund or allocate money to the account, at the beginning of a fiscal period.
- C.Track estimated and actual withdrawals from those accounts, by time period.
- D.All of the above.

**Answer: D**

10.In Unica Marketing Operations, where does a user - who has permission ?go to view a Plan's status, Program areas, and security policy?

- A.Settings menu
- B.Attachments tab
- C.Summary tab
- D.Project home page

**Answer: C**