

IBM Mastery P8010-088

IBM Unica Enterprise Marketing Operations Technical Mastery Test v1

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Questions**

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Version: 7.0

Question: 1

In Unica Marketing Operations; where are custom tabs created for the Project Details view?

- A. In the Project details view.
- B. Within the Project Summary Tab.
- C. Within a Project Request.
- D. In the project template.

Answer: D

Question: 2

How does a user customize the Unica Marketing Operations Workflow timeline view?

- A. Use Workflow timeline menu.
- B. Change the Workflow status to Edit and select View.
- C. Use the Layout link in the Workflow tab.
- D. User must have permission to customize a timeline view.

Answer: C

Question: 3

When a Unica Marketing Operations Project Request is returned by a recipient, what actions can the user who created the request do?

- A. Cancel only
- B. Redraft or Cancel
- C. Ignore the returned request and create the Project.
- D. Redraft only

Answer: B

Question: 4

In Unica Marketing Operations, which business process is described as a structure that contains all the information related to developing and executing one or more related marketing deliverables or initiatives?

- A. Program
- B. Plan
- C. Project
- D. Request

Answer: C

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