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IBM

IBM Unica Enterprise Marketing Ops Technical Mastery v1

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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

QUESTION: 5
In Unica Marketing Operations, where does a user set their user interface so that it provides them with the ability to view and receive project information that is relevant only to them?

A. Settings menu under Project.
B. Options icon under Project.
C. Main menu under Project.
D. Project Summary tab.

Answer: B

QUESTION: 6
In a Unica Marketing Operations Workflow, what scheduling mode is used when a user establishes the schedule as the official schedule that is updated regularly? (This mode enables project managers to capture the official schedule)

A. Baseline
B. Current
C. Up-to-date
D. Initial

Answer: C

QUESTION: 7

What happens to a task when a user is editing the task in Unica Marketing Operations?

A. Project status changes to Locked.
B. Task cannot be viewed by other users.
C. Task is locked, no other user can edit it.
D. Task is locked to users except any user with permissions to edit the Task.

Answer: D

QUESTION: 8

What is the name of the temporary state where Unica 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

QUESTION: 9

For Unica 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

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