00M-248

IBM

IBM Cognos Midmarket Foundational Sales Mastery Test
v1

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QUESTION: 1
Which statement is true about restrictions on IBM Cognos Express?

A. A customer may only purchase one IBM Cognos Express environment.
B. The maximum number of users is 50 per module, but no more than 100 in the environment.
C. IBM Cognos Express must be installed on a single Windows host.
D. A server hosting IBM Cognos Express may have a maximum of 64 cores.

Answer: B

Explanation:
http://ndb.bg/ndb/homenew.nsf/0/2dec95127bb45d28c22577bc004bf3a6/$FILE/ATTK6
J3P.pdf/4- Cognos%20Express.pdf (page 15)

QUESTION: 2
What is a core capability of IBM Cognos Express?

A. data mining
B. planning
C. search
D. mobile

Answer: B

Explanation:
IBM Cognos® Express is the first and only integrated business intelligence (BI) and planning solution purpose-built to meet the needs of midsize companies.

QUESTION: 3
Which question will yield the best results when selling IBM Cognos Express to a director of sales or marketing?

A. What happens when you do not identify the early warning signs of bottlenecks or problems?
B. What happens when management is not able to get information they need in a timely manner for decision making or do not have the visibility they need across the multitude of business systems?
C. When looking at your customers, are you able to determine which of them is likely to be the most profitable, costly, or most satisfied so you can to be proactive in managing them?

D. How many people do you have creating and maintaining reports, and what is the annual cost for supporting your reporting applications?

Answer: B

Explanation:
The answer 'B' is right because when you're pitching IBM Cognos Express to a Marketing or Sales director, you need to ask them the problem that IBM Cognos Express can solve. Since they are the directors, you need to know how they manage information for decision-making and the visibility to see the business systems process. IBM Cognos express is a Business Intelligence and Planning software so the logic says that you need to ask them about the decision making process that needs BI and planning.

QUESTION: 4
Which IBM Cognos Express module provides a Web-based tool for analysis?

A. Reporter
B. Manager
C. Advisor
D. Xcelerator

Answer: C

Explanation:
http://www-01.ibm.com/software/analytics/cognos/express/advisor/features-and-benefits.html?S_CMP=wspace

QUESTION: 5
What is the maximum number of users per module in IBM Cognos Express?

A. 50
B. 100
C. 150
D. 200

Answer: A

Explanation:
Some documents say that the maximum number of users per module is 50, some say it is 100.

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