

QUESTIONS & ANSWERS

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IBM

P2050-003

*IBM Commerce Solutions Selling Technical Mastery Test
v1*

Answer: A

QUESTION: 20

Which of the following is the best description of the framework of the Gift Center commands?

- A. Business Object Document (BOD)
- B. Hypertext Transfer Protocol (HTTP)
- C. Name Value Pair(NVP)
- D. Enterprise Java Bean (EJB)

Answer: A

QUESTION: 21

Which is NOT an out-of-the-box customer target in Management Center Marketing dialog? Which is NOT an out-of-the-box customer target in Management Center? Marketing dialog?

- A. Customer Organization
- B. Current Page
- C. External Site Referral
- D. Cookie Contents

Answer: A

QUESTION: 22

The advanced WebSphere Commerce search capabilities released in V7 Feature Pack 2 are based on what search technology?

- A. IBM Omnifind
- B. Zettair
- C. Endeca
- D. SOLR

Answer: D

QUESTION: 23

What is the name of the default Web 2.0 B2C starter store?

- A. Elite
- B. Madisons
- C. Commerce Plaza
- D. JamesCo

Answer: B

QUESTION: 24

E-marketing spot content is .

- A. usually defined in a WebActivity
- B. always static
- C. configurable by the customer
- D. exclusively managed by IT staff

Answer: A

QUESTION: 25

Which of the following statements is NOT TRUE about Gift Registry add-on store for Madisons?

- A. Show cases gift registry management flows by the shopper.
- B. The gift registry feature can be enabled or disabled by flex flow.
- C. Showcases the gift giver scenarios through interaction with order sub-system.
- D. It is a starter store with multiple language support.

Answer: D

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