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QUESTION 1

A production run for a Unica Campaign that runs daily was executed today with wrong user-input data. The tracking history data now needs to be cleared from the Campaign audience history tables for that run. What steps need to be taken?

- A. It is not possible to delete the logged information from the Campaign system tables.
- B. Manually delete the data from the system tables by executing a SQL code or script.
- C. Click "Clear History" in the Log tab of the contact process of the flowchart and choose all entries to be cleared.
- D. Click "Clear History" in the Log tab of the contact process of the flowchart choosing a specific Flowchart run identified by run date and time.

Correct Answer: D

QUESTION 2

An administrator has created an offer template with an attribute '\\Cost to company\\' . How should the above attribute be defined so that no user could change or override its value while creating an offer using the aforementioned template?

- A. Cost to company should be defined as a '\\Static Attribute\\'.
- B. Cost to company should be defined as a '\\Hidden Attribute\\'.
- C. Cost to company should be defined as a '\\Custom Cell Attribute\\'.
- D. Cost to company should be defined as a '\\Parameterized Attribute\\'.

Correct Answer: B

QUESTION 3

In a Unica Campaign installed environment, there is a requirement to track responses from a new audience level. Which tables need to be created for the new audience level?

- A. Contact History table and Response History table
- B. Contact History table and Detailed Contact History table
- C. Contact History table, Response History table and Segment Membership table
- D. Contact History table, Detailed Contact History table, Response History table and Segment Membership table

Correct Answer: D

QUESTION 4

A user is trying to create RAW SQL in a Select process. "Select IDs with" is selected but when the user clicks on the advanced button the "RAW SQL for Record Selection" check box is greyed out. What is the user doing wrong?

- A. The correct tables are not mapped in.
- B. A SQL Custom Macro has not been created.
- C. The Select process is in Point and Click mode.
- D. Unica Campaign is not connected to the database.

Correct Answer: C

QUESTION 5

A specialist is responsible for making sure that Unica Campaign flowcharts run successfully. If an error occurs, the specialist needs to be informed by email. Therefore, the specialist creates a batch script which interacts with the mail server and sends an email to the IT department helpdesk to be informed in case problems arise in a Campaign flowchart. Where can the specialist best relate to this script from within the Campaign flowchart? The specialist creates an outbound trigger, invokes the batch script in the trigger, and:

- A. assigns a trigger in a mail list or call list process.
- B. schedules a trigger to run on a case-by-case basis.
- C. uses the eMessage process to send out these emails.
- D. assigns it in the Advanced settings section on the Campaign flowchart and has the trigger run on Flowchart Run Error.

Correct Answer: D

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