selftestengine.M2020-733.41questions

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Self Test Engine

M2020-733

IBM SPSS Statistics Sales Mastery Test v1ere

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✓ My success was sure and I was very much confident to pass exam as I was using the Study by this excellent dump.

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✓ I decided to take this vce file for my test preparation, After I thought that I have made the right decision of my life.

✓ Everything seems to be so easy and understandable.

Exam A

QUESTION 1
A prospect is working for a pharmaceutical company and is concerned that their current approach to research is not sufficient. They are using primarily spreadsheets and have one SAS license that they use to run analysis. Their SAS programmer has left the organization.

Which question will be most helpful in identifying if IBM SPSS Statistics would be an appropriate recommendation?

A. What type of license is your existing SAS software?
B. Who will be responsible for writing the SAS programming?
C. Do you have a PhD Statistician on staff?
D. Are there any specific research approaches that you would like to be able to run?

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
outstanding answer.

QUESTION 2
IBM SPSS Statistics can now easily be pitched to customers of other IBM Business Analytics products due to integration features. Which are those?

A. IBM Openpages and IBM Algo Risk
B. IBM Cognos Disclosure Management and IBM Concert
C. IBM Cognos BI and IBM Cognos TM1
D. IBM Clarity

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 3
A prospect is considering IBM SPSS Statistics and would like to understand what would be involved in the implementation. What is important to know before proposing a solution?

A. The number of employees at the organization.
B. Whether or not they would like to automate the analysis.

C. If there will be multiple data sources utilized.

D. Confirm the trial version has been downloaded.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
finest answer.

QUESTION 4
You have just finished a call with a Research Analyst and learned about her need to gain greater insight into the results of a survey that were just recently launched. Her manager has provided her with a budget for this project and indicated it needs to be deployed in 30 days. What should you do with this information?

A. Enter this as an opportunity into Global Partner Portal.

B. Enter this as an opportunity into a spreadsheet.

C. Enter this as an opportunity via an e-mail message.

D. Enter this as an opportunity into Dashboard Report.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
excellent answer.

QUESTION 5
An IBM SPSS Statistics prospect is a Director of Market Research for a manufacturer. Why would he be interested in IBM SPSS Statistics?

A. To predict when a piece of equipment is likely to need maintenance.

B. To identify which prospective employees are likely to be successful.

C. To identify the attributes of their best customers.

D. To predict inventory levels for the warehouse.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

finest answer.

QUESTION 6
Who is most likely to benefit the most from using IBM SPSS Statistics?

A. A Business Analyst at a retail organization looking to quickly identify the products most commonly sold together.
B. A Statistician who needs to supply reports to management in Excel.CA Researcher using IBM SPSS Data Collection for surveys who wants to display crosstabs online.
C. A marketing analyst who needs to code open ended survey comments.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
exact answer.

QUESTION 7
You are meeting with a prospect who mentions their database. Which customer statement suggests this is an IBM SPSS Statistics opportunity?

A. I need to provide high level, summary statistics, such as averages and medians on a small data set of last quarter's results.
B. I need customer feedback to create an in-depth report of customer preferences to our product development team.
C. I need to create a visual merchandising plan that will optimize product placement and maximize sales.
D. I need to provide my management team with a dashboard report summary of how the division has performed over the past month.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
applicable answer.

QUESTION 8
A prospect who is a data scientist by profession is looking for a solution to send statistical analysis reports, which can be easily accessed via a smart device, to his manager. Which statement is true about IBM SPSS Statistics?

A. IBM SPSS Statistics does not support reports to be accessed via smart devices.
B. IBM SPSS Statistics supports Android devices only.
C. IBM SPSS Statistics supports Apple iOS and Android devices only.
D. IBM SPSS Statistics supports Apple iOS, Android, and Windows phones and tablets.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
particular good answer.

QUESTION 9
A prospect is currently using spreadsheets to store all of their data and for their analysis. Why might they want to add IBM SPSS Statistics?

A. In IBM SPSS Statistics it is impossible to have missing data and the programming required is easy to learn.
B. While errors are easy to identify in spreadsheets, the ability to share results with others is limited.
C. IBM SPSS Statistics does not modify the data during analysis and results can be exported to Excel.
D. Up to 75% of all spreadsheets have been found to contain at least one error.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
finest answer.

QUESTION 10
You have a customer call with a consulting firm. During the call the customer references that the firm has a formal partnership with a University and students at the University do the research for the firm using IBM SPSS Statistics. Which is true regarding the terms of use of IBM SPSS Statistics?

A. As long as there is a legal relationship between the firm and the University there is no license violation.
B. The firm needs a commercial license for any research they conduct.
C. All students, irrespective of how the software is being used, need an Academic License.
D. The firm is not allowed to contract research services through students or a University.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
desirable answer.

QUESTION 11
A prospect has limited time and has been tasked with reporting on the results from a customer survey. Which question will most help to identify the best

IBM SPSS Statistics solution to recommend?

A. Will you need to provide tabular output?
B. What operating system are you using?
C. Do you currently own IBM SPSS Text Analytics for Surveys?
D. Will the output need to be distributed via a .pdf document?

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
real answer.

QUESTION 12
You are trying to determine which licensing option would be appropriate for an IBM SPSS Statistics prospect. They have multiple users and would like to deploy into a virtual environment. Which question is important to ask?

A. Which business rules are important to include when scoring the results you would like to deploy virtually?
B. Will the people using IBM SPSS Statistics need to collaborate on budgeting, reporting and scorecarding?
C. How many people would need to use IBM SPSS Statistics software simultaneously?
D. What is the maximum number of records you want to deploy at one time?

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
right answer.

QUESTION 13
Complete this statement.

IBM SPSS Statistics Programmability Extension enables developers and end users to extend IBM SPSS Statistics functionality with external programming languages such as:

A. R, Python, .NET version of Visual Basic and Java.
B. R, C, C++and Java.
C. Python, R, VC++ and SQL.
D. C#, Python, Javascript and R.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 14
A customer is trying to purchase a single authorized user license of IBM SPSS Statistics and he wants to share it with other members within his team. What would you tell him?

A. IBM SPSS Statistics authorized user licenses can be shared.
B. They need to buy an IBM SPSS Statistics server license.
C. They need to buy a concurrent license.
D. IBM SPSS Statistics doesn't offer licenses that can shared.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 15
Which organization is NOT a prospect for IBM SPSS Statistics?

A. An insurance company looking for new ways to retain profitable customers.
B. A county assessor looking to conduct property valuation.
C. A retail chain looking to build predictive models.
D. A research group looking to craft multi-channel surveys.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 16
A Telco company is looking to reduce churn by identifying customers most likely to leave. The following is a list of the requirements for this initiative.

Which requirement indicates this initiative is NOT a good fit for IBM SPSS Statistics?

A. Solution must export results to a database with an ODBC driver.
B. Solution must be capable of creating a wide range of graphs and charts types.
C. Solution must be able to run multiple algorithms simultaneously.
D. Business Analysts should be able to learn how to use the application with appropriate training.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
rigorous answer.

QUESTION 17
A prospect at a small environmental research company is working with a single dataset of environmental measurements and wants to test a hypothesis. They have previous experience with IBM SPSS Statistics and are also interested in doing Monte Carlo simu-lation. Which statement indicates that IBM SPSS Statistics is the best fit?

A. They are only working with one data source.
B. They are working with environmental data.
C. The company is small.
D. The prospect is looking to test a hypothesis.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
true answer.

QUESTION 18
An existing customer of IBM SPSS Statistics Standard is complaining that they have to move sensitive data from the data warehouse to their desktop for analysis. Which should be recommended?

A. IBM SPSS Statistics Standard Server
B. IBM SPSS Data Preparation
C. IBM SPSS Statistics Premium
D. IBM SPSS Modeler Professional

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 19
A prospect who has been using spreadsheets for years is keen to make a switch to a professional program for his data analysis needs. He is curious about how easy it is going to be. Which statement would best bring the value of IBM SPSS Statistics to your conversation with the prospect?

A. Spreadsheets are prone to errors.
B. IBM SPSS Statistics is professional statistical analysis software which has been used by a variety of customers.
C. IBM SPSS Statistics has extensive and easy to use analytics, better output and improved accuracy over spreadsheets.
D. IBM SPSS Statistics is just as easy to use as the currently used spreadsheet option.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Reference
http://www-01.ibm.com/software/analytics/spss/products/statistics/features.html

QUESTION 20
A prospect wants to better measure responses to his marketing campaigns. He is currently evaluating a variety of solutions. A budget has been provided to you for this project along with a goal to implement by year's end. What remaining information is needed to determine if this opportunity is viable?

A. Confirm funding availability
B. Assessment of Need
C. Determination of Timeline for Acquisition
D. Identify Authority to Purchase

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 21
Which pain point CANNOT be addressed by IBM SPSS Statistics solutions?

A. I do not have programming experience.
B. I need version control to be able to audit production models.
C. My data sources are all different file types.
D. The person who uses the results does not have a Statistics license.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
literal answer.

QUESTION 22
Which one of these customers is the best prospect to pitch IBM SPSS Statistics?

A. A retail organization who has IBM Cognos Business Intelligence but looking for some help with financial planning.
B. A market research organization who has IBM SPSS Data Collection but needs to perform further detailed analysis.CA financial institution that has already bought IBM SPSS Modeler and now looking for some help with risk analysis.
C. A telecommunications company which has IBM Analytical Decision Management but looking for some new ways to visualize

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 23
One of the benefits of using an R extension bundle is:

A. Access to additional algorithms without requiring programming in R.
B. Connection to data through ODBC driver.
C. Generating predictive results without the need for programming.
D. Reporting results through a web based portal.

Correct Answer: B

Section: (none)
Explanation

Explanation/Reference:
solid answer.

QUESTION 24
If a prospect is interested in structural equation modeling (SEM) in addition to forecasting, which solution should the prospect consider?

A. IBM SPSS Modeler Professional
B. IBM SPSS Statistics Standard
C. IBM SPSS Statistics Professional
D. IBM SPSS Statistics Premium

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
definite answer.

QUESTION 25
Which of the following BEST describes an IBM SPSS Statistics Standard opportunity?

A. A Researcher who is using spreadsheets today, but needs a more robust analytic tool.
B. A Researcher who is using an on-line survey tool, but needs a more customizable authoring tool.
C. A Researcher who is looking to build and optimize models to predict response rates to a marketing campaign.
D. A Researcher who is interested in coding open-ended survey responses.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
finest answer.

QUESTION 26
A customer makes several comments about business needs during your meeting. Which statement indicates IBM SPSS Statistics is the right solution for this opportunity?

A. I need to apply business rules to my forecast scenario.

B. I need to develop a compelling visualization for displaying categorical responses that were received from 10,000 of our customers.
C. I need to generate a hypothesis that would explain trends in my business area .
D. I need to develop forecast scenarios based on multiple variables, such as seasonality.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
particularly right answer.

QUESTION 27
Which scenario would require ONLY IBM SPSS Statistics and IBM SPSS Statistics Server?

A. Automate scheduling of jobs.
B. Deploy results via a web interface.
C. Perform analysis on large data warehouse datasets.
D. Show predictive results on a map of the United States.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
finest answer.

QUESTION 28
Currently, the prospect retains the services of external consultants to conduct analytical projects, from collection to analysis to reporting. Which question would be MOST important to ask to discover pains associated with the current practice?

A. Are you using a visualization tool for reporting?
B. What survey software is the vendor using?
C. How much does it cost to complete one project with the consultants?
D. Which kinds of analyses are being conducted by the consulting group?

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 29
Six months have passed since you closed an IBM SPSS Statistics deal with a client. Your next follow up step with them should be:

A. Leave them alone. They don't have any funding available for more purchases
B. Call the main contact to check in on usage and refer them to upcoming webinars and in person events
C. Send the main contact an email asking why they haven't signed up for training.
D. Trust your contacts will share their IBM SPSS Statistics success with others in the company and introduce you to other initiatives.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:

QUESTION 30
Which modules are part of IBM SPSS Statistics Standard?

A. IBM SPSS Statistics Base, IBM SPSS Custom Tables, IBM SPSS Regression, IBM SPSS Advanced Statistics
B. IBM SPSS Statistics Base, IBM SPSS Custom Tables, IBM SPSS Categories, IBM SPSS Decision Trees
C. IBM SPSS Statistics Base, IBM SPSS Complex Samples, IBM SPSS Conjoint, IBM SPSS NeuralNetworks
D. IBM SPSS Statistics Base, IBM SPSS Custom Tables, IBM SPSS Forecasting, IBM SPSS Advanced Statistics

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:

QUESTION 31
A customer is working with survey data from a market research study. They would like to do advanced cross tabulations as well as Logistic and Cox Regression to take a closer look at what drives customer satisfaction. Which package should you recommend?

A. IBM SPSS Statistics Base
B. IBM SPSS Statistics Advanced Statistics
C. IBM SPSS Statistics Custom Tables
D. IBM SPSS Statistics Standard

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 32
You are in conversation with a prospect currently using R (open source). IBM SPSS Statistics would be an appropriate alternative. Which statement is NOT correct?

A. IBM SPSS Statistics has intuitive drop down menus and point and click dialogue boxes as an alternative to writing code.
B. R users can run any routines, programs or custom procedures already written in R directly through IBM SPSS Statistics.
C. With IBM SPSS Statistics, R users can distribute R packages to a wide range of users including those who are not familiar with R.
D. IBM SPSS Statistics develops and deploys even the most complex planning and analysis models using a guided modeling environment.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
answer is first-class.

QUESTION 33
If a prospect is interested in Monte Carlo simu-lations, which IBM SPSS Statistics solution should the prospect consider?

A. Any IBM SPSS Statistics bundle can be considered
B. IBM SPSS Statistics Standard only
C. IBM SPSS Statistics Professional only
D. IBM SPSS Statistics Premium only

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Refernce:
http://www-01.ibm.com/software/analytics/spss/products/statistics/features.html

QUESTION 34

When working with a prospect new to IBM SPSS Statistics, at which stage is it MOST appropriate to suggest a software trial?

A. Immediately after the scoping call.
B. Only after a budget has been established.
C. After a use case has been established.
D. It is always appropriate to send a software trial.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
rigorous

QUESTION 35
A prospect you have been actively engaged with is considering whether to add additional tools to their suite of analytic tools or to continue using spreadsheets. Which is a positive indication the prospect will purchase IBM SPSS Statistics?

A. The IT department will make the final decision and prefers software that is data agnostic and open source.
B. The team of analysts are data scientists that prefer to code their statistical algorithms.
C. The IT department is in favor of moving all its software applications to the cloud.
D. The COO has a strategic priority of pushing analytics to individuals in multiple divisions throughout the enterprise.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
first-class answer.

QUESTION 36
Which statement is true about IBM SPSS Statistics?

A. Addresses data collection, data management and reporting.
B. Addresses data management, analysis and reporting.
C. Addresses data collection, data mining and data management.
D. Addresses data modeling, text mining and reporting.

Correct Answer: B
Section: (none)

Explanation

Explanation/Reference:
systematic answer.

QUESTION 37
A university advancement office is working with survey data and using Excel to provide Administration with insight into what their alumni are saying in the survey. Administration likes the format of the reports and there is no driving reason to add IBM SPSS Statistics. Which might be something to consider as they evaluate additional tools?

A. Merging data from additional sources and modifying formulas in spreadsheets often results in errors that are not easy to identify.
B. Each Administrator would need to purchase IBM SPSS Statistics in order to see any additional analysis performed in IBM SPSS Statistics.
C. With several months of training and consulting this researcher could learn how to use IBM SPSS Statistics; thus providing better results.
D. All of the above

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
finest answer.

QUESTION 38
A few IBM SPSS Statistics users you have invited have attended a webinar that focused on a data mining application within their industry. Your next step is:

A. Nothing, they are existing users with no additional funding.
B. Call to see if they attended the webinar, send a link to the archived presentation if they did not attend and close the lead.
C. Call each user to discuss what they liked about the presentation and how it could apply to what they do in their department.
D. Email each attendee thanking them for their time and ask if they have funding to spend on a data mining solution.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:

QUESTION 39
Who is MOST likely to use IBM SPSS Statistics to measure customer satisfaction survey results?

A. Data Scientist
B. Database Administrator
C. CEO
D. Financial Analyst

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:

QUESTION 40
A college Economics Professor is working with several data sources to publish a paper on the impact of tax fraud on the economy as a whole. Why would they want to use IBM SPSS Statistics for the analysis?

A. IBM SPSS Statistics has custom modules which can be used to analyze economic data.
B. She would be able analyze data and create charts and graphs that can be exported for use in the paper.
C. Users are required to learn a programming language in order to use IBM SPSS Statistics.
D. IBM SPSS Statistics could be used for identity resolution.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
selected answer is right.

QUESTION 41
Which components from IBM SPSS Statistics Premium do NOT have a server version?

A. IBM SPSS Amos, IBM SPSS SamplePower and IBM SPSS Neural Networks
B. IBM SPSS Amos, IBM SPSS SamplePower and IBM SPSS Forecasting
C. IBM SPSS Amos, IBM SPSS Exact Tests and IBM SPSS Visualization Designer
D. IBM SPSS Amos. IBM SPSS Visualization Designer and IBM SPSS SamplePower

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
desirable answer.