

QUESTIONS & ANSWERS

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IBM

M2090-732

IBM SPSS Modeler Sales Mastery Test v1

QUESTION: 35

A Credit Analyst has been tasked with finding a solution to determine an applicant's risk to default on new loan applications. She will be presenting her findings to an executive committee who will determine which solution to implement. What role best describes the Credit Analyst?

- A. Buyer
- B. Decision Maker
- C. Implementer
- D. Influencer

Answer: D

QUESTION: 36

Which characteristic of SPSS Modeler appeals more to a system manager or IT?

- A. Automated modeling
- B. No programming needed
- C. Automated data preparation
- D. Integrated deployment

Answer: C

QUESTION: 37

A retail marketing director needs to improve customer retention and wants to include customer feedback from his call center. Which IBM SPSS Modeler Premium capability would be applicable?

- A. Social Network Analysis
- B. Entity Analytics
- C. Text Analytics
- D. Automated Modeling

Answer: D

QUESTION: 38

Which statement characterizes the value of IBM SPSS Modeler for predictive customer analytics?

- A. IBM SPSS Modeler helps an organization track a customer interaction throughout the system.
- B. IBM SPSS Modeler helps an organization capture data through surveys and social media.
- C. IBM SPSS Modeler helps an organization understand customer data and take the right action when acquiring, retaining and/or growing customer value.
- D. IBM SPSS Modeler helps an organization build and monitor self-service portals.

Answer: B

QUESTION: 39

What components are included in the IBM SPSS Modeler Gold bundle?

- A. IBM SPSS Modeler Professional, IBM SPSS Statistics, and IBM SPSS Collaboration and Deployment Services
- B. IBM SPSS Modeler Professional, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- C. IBM SPSS Modeler Premium, IBM SPSS Collaboration and Deployment Services, and IBM SPSS Analytical Decision Management
- D. IBM SPSS Modeler Premium, IBM SPSS Statistics, IBM SPSS Collaboration and Deployment Services, IBM SPSS Analytical Decision Management, IBM SPSS Catalyst, and IBM SPSS Analytic Server

Answer: C

QUESTION: 40

Which capability is NOT included in the price of IBM SPSS Modeler Gold?

- A. R integration
- B. Automated model refresh
- C. Campaign optimization
- D. Realtime scoring

Answer: B

Reference:

<http://www-01.ibm.com/software/analytics/spss/products/modeler/>

QUESTION: 41

Which role is NOT a user of IBM SPSS Modeler?

- A. Data Scientist
- B. Business Analyst
- C. Business Manager
- D. Analytic Professional

Answer: C

QUESTION: 42

Which words complete the value proposition for IBM SPSS Modeler Premium?
The differentiating features of IBM SPSS Modeler Premium that can address a wider multitude of business cases and create more accurate models on structured and unstructured data are _____, _____ and _____.

- A. Space Time Boxes, Logistic Regression, Automatic Data Preparation
- B. Text Analytics, Entity Analytics, Social Network Analysis
- C. Database access, SQL pushback, Integration with IBM SPSS Statistics
- D. Classification models, Association models, Clustering models

Answer: B

QUESTION: 43

Which business case scenario does NOT fit IBM SPSS Modeler capabilities?

- A. An insurance firm uses SPSS Modeler to help plan and optimize its outbound marketing campaigns across product groups and channels.
- B. A college relies on SPSS Modeler to predict which students are less likely to return to school.
- CA bank fights the spread of an eroding customer base by using predictive analytics to identify customers likely to leave the bank.
- C. A stockbroker delivers above average market returns by using IBM SPSS Modeler to pick stocks to invest in.

Answer: A

QUESTION: 44

Which statement is false?

- A. The number of IBM Analytical Decision Management users is irrelevant when quoting IBM SPSS Modeler Gold.
- B. IBM SPSS Collaboration and Deployment Services Scoring is an add-on to

IBM SPSS Modeler Gold.

C. IBM SPSS Modeler Premium capabilities are NOT included in IBM SPSS Modeler Gold.

D. IBM SPSS Statistics is an add-on to Modeler Gold.

Answer: D

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