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QUESTION & ANSWER

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Exam : **M2090-733**

Title : IBM SPSS Statistics Sales Mastery Test v1

Version : DEMO

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?
Answer: D

2.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.
Answer: B

3.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.
Answer: D
Explanation:http://www-01.ibm.com/software/analytics/spss/products/statistics/features.html

4.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.
Answer: C

5.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.
Answer: A