

C_TCRM20_72^{Q&As}

SAP Certified Application Associate - CRM Fundamentals with SAP
CRM 7.0 EHP2

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QUESTION 1

Which of the following can you search for in an SAP CRM B2B Web shop?

Note: There are 3 correct answers to this question.

- A. Opportunities
- B. Quotations
- C. Leads
- D. Orders E. Contracts

Correct Answer: BDE

QUESTION 2

The sales manager at your company needs a tool that can provide statistics for the number of activities completed in certain categories by the sales manager's department this month.

Which tool do you recommend?

- A. Activity journal
- B. Action monitor
- C. Pipeline analysis
- D. Activity monitor

Correct Answer: D

QUESTION 3

What tasks does an Interaction Center agent typically perform?

Note: There are 3 correct answers to this question.

- A. Searches for an e-mail using the Interaction Center inbox.
- B. Qualifies a lead using a survey.
- C. Provides a solution to customer requests using the knowledge search.
- D. Answers questions on invoice amounts using the knowledge search.
- E. Runs a marketing campaign.

Correct Answer: ABC

QUESTION 4

Where in Customizing do you assign access sequences for the partner functions?

- A. Within the partner function category
- B. Within in the relationship category
- C. Within the Partner determination procedure
- D. Within transaction type

Correct Answer: C

QUESTION 5

Which of the following are key capabilities of the SAP CRM application?

Note: There are 3 correct answers to this question.

- A. Business planning
- B. Field applications
- C. Partner channel management
- D. Analytics
- E. Profitability analysis

Correct Answer: BCD

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