

# C\_TCRM20\_73<sup>Q&As</sup>

SAP Certified Application Associate - CRM Foundation with SAP CRM  
7.0 EhP3

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## QUESTION 1

Account hierarchies can be mapped in CRM. For example, purchasing collaboration, chains, and so on.

Which of the following statements are true?

There are 3 correct answers to this question.

Response:

- A. Accounts are assigned to defined hierarchy nodes.
- B. Group hierarchies originally maintained in SAP CRM cannot be transferred to the ERP system.
- C. Customer hierarchies from the ERP system can be loaded into SAP CRM, but the changes that can be made to them there are restricted.
- D. There are no prerequisites for transferring a customer hierarchy from the ERP back End

Correct Answer: ABC

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## QUESTION 2

Your company is implementing SAP CRM and SAP ERP in phase 1. They are planning a phase 2 to include SAP SRM and SAP SCM. Their goal is to minimize changes and therefore costs.

They ask your for an opinion on when to install the Solution Manager.

Please choose the correct answer.

Response:

- A. SAP Solution manager should be implemented between Phase 1 and Phase 2.This would ensure that resources are available.
- B. SAP Solution manager should be implemented at the beginning of Phase 1 as it is only used for project planning and configuration via roadmaps. If we don't implement it in phase 1, we should not implement it at all.
- C. SAP Solution manager should be implemented at the beginning of phase 1 as it can configure to help systems via roadmaps and it is required by SAP for software maintenance of SAP CRM and the other SAP systems in our landscape.
- D. SAP project manager should be implemented between Phase 1 and Phase 2.This would ensure that users are available.

Correct Answer: A

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## QUESTION 3

Your customer is discussing a hierarchically structured marketing project in SAP CRM. The customer makes the

following statements, with which of these do you agree?

Please choose the correct answer.

Response:

- A. Marketing plans focus on the operative level, whereas Campaigns focus on the strategic level.
- B. It is possible to create a campaign without assignment to a marketing plan.
- C. Target groups have to be assigned on marketing plan level.
- D. Target groups are assigned to a (Only One) Profile or a Profile set and not directly to the marketing plan.

Correct Answer: B

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#### **QUESTION 4**

Mapping exists between business partners in SAP CRM and ERP customers (in both directions). This can be displayed using which transaction?

Please choose the correct answer.

Response:

- A. SC27
- B. MAP 01
- C. MAP
- D. MAPI
- E. PIDE

Correct Answer: E

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#### **QUESTION 5**

Which of the following are Key elements of Opportunity `Sales Methodology`?

There are 3 correct answers to this question.

Response:

- A. Buying Center
- B. Case Management
- C. Sales assistant
- D. Opportunity assessment

Correct Answer: ACD

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