C_C4H630_21 ^{Q&As}

SAP Certified Development Associate - SAP Customer Data Platform

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QUESTION 1

What is the purpose of extensions in SAP Customer Data Platform?

A. They are used to accelerate creation of applications and test connectivity to those applications.

B. They are used to provide a low code option for advanced validation and enrichment.

C. They are used to enrich group entity data as part of the data enricher application configuration.

D. They are used to add custom transformations during data mapping in events or actions.

Correct Answer: B

QUESTION 2

What is the purpose of the Connector Studio?

A. It enables creation of templates for source/destination REST API applications.

B. It enables creation of ETL jobs and data pipelines for data ingestion.

C. It enables creation of CX Flows and Journeys for new customers.

D. It enables creation of Matching Rules for joining different pieces of customer data.

Correct Answer: A

QUESTION 3

Which query syntax is correct when searching for users in SAP Customer Data Platform?

A. select * from profile where attribute. primaryEmail = `someuseremail@emaildomain.com\\'

B. select * from accounts where profile.primaryEmail = someuseremail@emaildomain.com\\'\\'

C. select * from contextualProfile where primaryEmail = `someuseremail@emaildomain.com

D. select * from profile where profile.email = `someuseremail@emaildomain.com\\'

Correct Answer: A

QUESTION 4

Which features of SAP Customer Data Platform can be used to perform verification and transformation of ingested data? Note: There are 3 correct answers to this question.

A. Normalization

B. Certification

C. Modification

D. Extensions

E. Validation

Correct Answer: ACE

QUESTION 5

What can you do in Tech Tool Box? Note: There are 3 correct answers to this question.

A. Provision workspaces

B. Browse and search logs

C. Reset business units

D. Add business units

E. Create export jobs

Correct Answer: ABC

QUESTION 6

What kinds of indicators can you create in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

A. Segmented

B. Activity

C. Predictive

D. Calculated

E. Profile

Correct Answer: BCD

QUESTION 7

What kind of prediction can you select for a predictive indicator? Note: There are 2 correct answers to this question.

A. Customer churn

B. Customer lifetime value

C. Customer volume

D. Customer order value

Correct Answer: AB

QUESTION 8

Which of the following triggers are supported in CX flows? Note: There are 3 correct answers to this question.

A. Event occurrence

B. Action occurrence

C. Customer or group update

D. Segment membership

E. Audience activated

Correct Answer: ACD

QUESTION 9

A known customer buys a TV that is delivered late. SAP Customer Data Platform is configured to ingest the customer data for late deliveries so that the business can react and keep good customer satisfaction metrics. Which type of customer profile is best to use in this scenario?

A. Single Customer Profile

B. Master Customer Profile

C. Contextual Customer Profile

D. Unified Customer Profile

Correct Answer: C

QUESTION 10

What type of endpoint connector can be created in the Connector Studio?

A. RPC

B. JDBC

C. ODBC

D. KES|

Correct Answer: D

QUESTION 11

What are some valid concerns that can be solved by a customer data platform (CDP) solution? Note: There are 2 correct answers to this question.

A. Inability to perform single sign-on

B. Inability to manage data volume

C. Missing enterprise consent and preference management system

D. Too many data silos

Correct Answer: BD

QUESTION 12

You have a business requirement to implement family customer accounts in SAP Customer Data Platform. What is the best way to do this?

A. By using custom profile attributes

B. By using segments

C. By using a dedicated activity schemam

D. By using groups and relationships

Correct Answer: A

QUESTION 13

You want to authenticate requests to event listeners created by the source server application. How can you do this? Note: There are 2 correct answers to this question.

A. Pass the token generated by OAuth 2.0 protocol.

B. Pass the client-side SSL certificate.

C. Pass the application key and secret as parameters.

D. Pass a constructed JWT as the bearer token.

Correct Answer: AB

QUESTION 14

Which of the following are important considerations when importing data into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

A. An integration flow needs to be configured in SAP Business Technology Platform to send data to SAP Customer Data Platform.

B. The source data can only be imported into SAP Customer Data Platform in JSON format.

C. The original timestamp of the customer event activity needs to be mapped in the event metadata.

D. The identifier of the event must be mapped to the deduplication identifier to prevent the same event from being ingested twice.\W EXACTPREP"

Correct Answer: BC

QUESTION 15

Which of the following roles for console users are available in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

A. Delegated Administrator

B. Marketeer

C. System Administrator

D. DPO Specialist

E. Customer Service Representative\W EXACTPREP" #1 Certification Exam Roadmap

Correct Answer: BCD

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