C_TCRM20_72^{Q&As}

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

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QUESTION 1

In a marketing training you explain the functions to create segmentation models, segments and target groups.

Which key point should the users remember?

A. A segmentation model can contain segments, target groups, or target groups that are based on a segment.

B. A target group that is already based on a segment can be assigned to another segment.

C. A target group is updated automatically.

D. A segment is a finite list of business partners that match a corresponding profile.

Correct Answer: A

QUESTION 2

A brand owner works together with some partners to position new products in the market. They implement partner channel management.

Which functions can they now use?

Note: There are 3 correct answers to this question.

A. Collaborative Showrooms can be used to incorporate partners in the e-commerce strategy.

B. Distributed order management can be used for brand owners to let partners fulfill their orders.

C. Marketing and sales processes - but not service processes - can be integrated within partner channel management.

D. Distributed knowledge management can be used to set up an indexed search between the partners.

E. Workflow capabilities can be used to distribute leads that are created by the brand owner to the appropriate partner.

Correct Answer: ABE

QUESTION 3

When setting up data transfer of Customizing objects from SAP ERP to SAP CRM, what do you need to consider?

A. Filtering is possible. Filter criteria defined in SAP CRM will be automatically synchronized with SAP ERP.

B. Filtering is possible. Filter criteria defined in SAP CRM must be manually synchronized with SAP ERP.

C. Filtering is possible. Filter criteria defined in SAP ERP will be automatically synchronized with SAP CRM.

D. Filtering is not possible. Manual deletion of unwanted data in CRM is required after the data transfer has completed.

Correct Answer: A

QUESTION 4

Where is data replicated when you use CRM Middleware?

A. To sites as defined in Publications

B. To external systems, based on the definition in the respective adapters

C. To sites as defined in Subscriptions

D. To individual users for mobile application data

Correct Answer: C

QUESTION 5

Through a marketing campaign call list, an agent made a call to a prospect, who expressed interest.

Which transaction types can the agent use to capture the prospect\\'s interest?

Note: There are 2 correct answers to this question.

A. Quotation

B. Opportunity

C. Activity

D. Lead

Correct Answer: CD

QUESTION 6

You want to assign a key account manager to a customer.

How can you do this in the standard SAP CRM system?

A. Create a business partner template

B. Create a business partner relationship

C. Create an account hierarchy

D. Create an account classification

Correct Answer: B

QUESTION 7

What is the purpose of condition maintenance groups in CRM pricing?

A. To determine which condition types can be changed manually within a business transaction

B. To control the condition exclusion logic in business transactions

C. To determine which condition types have to be maintained in SAP CRM and which in SAP ERP

D. To bundle condition tables and condition types for condition maintenance

Correct Answer: D

QUESTION 8

Which configuration object can be shared between a CRM business transaction and a billing type in SAP CRM?

A. Organization profile

B. Pricing procedure

C. Subject profile

D. Campaign determination procedure

Correct Answer: B

QUESTION 9

For what purpose would you use account hierarchies?

Note: There are 2 correct answers to this question.

A. Account classification

B. Pricing

C. Contract management

D. Reporting

Correct Answer: BD

QUESTION 10

Which of the following areas in SAP CRM focuses on an indirect sales process?

A. Web Channel Management

B. Partner Channel Management

C. Live Web Collaboration

D. Lead Management

Correct Answer: B

QUESTION 11

Within partner processing for transactions in SAP CRM, how do you make certain partner functions mandatory?

A. Use the mandatory partner indicator within the partner function itself.

B. Use the mandatory partner indicator on the partner determination procedure.

C. Use the minimum occurrence for a partner function in the access sequence.

D. Use the minimum occurrence for the respective partner function in the partner determination procedure.

Correct Answer: D

QUESTION 12

Starting with a quotation document, you want to create a follow-up sales order document. Which of the following can you use to influence the copying control for business transactions?

Note: There are 3 correct answers to this question.

A. Copying control for transaction history

B. Copying control for item categories

C. Copying routines using a BAdI

D. Copying control for transaction types

E. Copying control for transaction profile

Correct Answer: BCD

QUESTION 13

You are setting up actions triggering follow-up processes.

Which of the following process types can you select within the action definition?

Note: There are 3 correct answers to this question.

A. Smart Form mail

B. SAPscript

C. Method call

D. Schedule conditions

E. Workflow

Correct Answer: ACE

QUESTION 14

What is the common way to define multiple organizational structures in SAP CRM?

A. Define multiple organizational structures using a matrix within the organizational model.

B. Maintain organizational structures in SAP ERP and replicated them to SAP CRM.

C. Integrate organizational structures for sales, service, and marketing in one organizational model.

D. Use SAP GUI.

Correct Answer: C

QUESTION 15

You want to create a product promotion to be used in the Interaction Center or in the Web shop, and want to offer accessories for the new product.

Where do you maintain accessories for the new product?

A. In product master maintenance

B. In Trade Promotion Management

C. In the cross-sell/ up-sell/ down-sell rules

D. In the top n list

Correct Answer: A

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