

C_TCRM20_73^{Q&As}

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

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QUESTION 1

The marketing organization is a characteristic of the marketing plans and campaigns. You can use it to define how your enterprise structures the responsibilities for the marketing activities. The marketing Organization can be used for?

Response:

- A. Authorization checks
- B. Automatically entering and checking marketing attributes
- C. Partner determination
- D. Workflow Routing
- E. Cost Planning
- F. Rest all answers are correct

Correct Answer: F

QUESTION 2

Which of the following are part of SAP CRM Marketing? There are 2 correct answers to this question. Response:

- A. Campaign Management
- B. Customer Segmentation
- C. Installed Base Management
- D. Incentive and Commission Management

Correct Answer: BC

QUESTION 3

Which of the following statements are correct regarding CRM Middleware?

There are 3 correct answers to this question.

Response:

- A. SAP CRM Middleware requires additional server and software.
- B. Index server is used for the faster access to the product data needed by web applications.
- C. Internet Pricing and Configurator (IPC) provides configuration and pricing datafor web applications.
- D. CRM Server is connected to mobile clients via Communication station.

Correct Answer: BCD

QUESTION 4

The account hierarchy allows you to group accounts in a multi-level group hierarchy. Which of the following are the two categories of account hierarchies?

There are 2 correct answers to this question.

Response:

- A. Contract management
- B. Account classification
- C. Pricing
- D. Statistical

Correct Answer: CD

QUESTION 5

You are going to customize SAP CRM billing, which of the statements are correct?

There are 2 correct answers to this question. Response:

- A. A billing unit can not be defined separately and independently of Sales and Service organization.
- B. A billing unit is a CRM business partner having role '\\Billing Unit\\'.
- C. You can assign more than one sales organization to a billing unit
- D. Default value for the billing type is stored in the details of billing item category

Correct Answer: BC

QUESTION 6

A brand manager works with his channel partners to launch new products in the market. Therefore SAP CRM Channel Management should be implemented.

Which of the following statements are correct in this regard?

Please choose the correct answer.

Response:

- A. The brand owner and partners have access to SAP CRM UI via different roles.

- B. Workflow can be used to distribute leads created by the brand owner to appropriate partner.
- C. Collaborative showrooms can be used to incorporate partners into your overall ecommerce strategy.
- D. Rest all answers are correct

Correct Answer: D

QUESTION 7

The fastest place to access a link on CRM Web UI is in

Please choose the correct answer.

Response:

- A. A logical link group
- B. A direct link group
- C. A work center link group
- D. A navigation link group
- E. A system link group

Correct Answer: B

QUESTION 8

Which of the following are factors used in the item category determination customizing? There are 3 correct answers to this question.

Response:

- A. Item Category Group
- B. Transaction Type
- C. Org Data Profile
- D. Item Category of higher level item

Correct Answer: ABD

QUESTION 9

Which of the following business transactions can be created within SAP CRM?

There are 3 correct answers to this question.

Response:

- A. Sales Order
- B. Purchase Order
- C. Service request
- D. Delivery
- E. Problem

Correct Answer: ACE

QUESTION 10

Account classification can be used to classify your accounts according to any criteria you choose. Which of the following statements is correct?

Please choose the correct answer.

Response:

- A. You can assign any number of criteria and attributes to each classification category.
- B. Classification categories are fixed and cannot be enhanced.
- C. Account classification influences the header fields that are displayed within an account.
- D. Account classification allows the assignment of several classification attributes to one account.

Correct Answer: D

QUESTION 11

You have some new agents working in the interaction centre. What functionality can you use to guide them better in their conversation with the customers.

Please choose the correct answer.

Response:

- A. Interactive Scripting
- B. Knowledge Article routing
- C. Service level workflows
- D. User level workflows

Correct Answer: A

QUESTION 12

What is the difference between `life cycle` and `role`?

Please choose the correct answer.

Response:

- A. A business partner may have several roles at the same time, but a life cycle stage is the status that the business partner has at a specific point in time.
- B. An account may be assigned several business partner roles, but just one life cycle stage.
- C. The account life cycle is delivered as a hidden function and must be activated in the UI configuration tool.
- D. Rest all answers are correct

Correct Answer: D

QUESTION 13

With reference to the Organization Structure in CRM, which of the following statements are FALSE?

Please choose the correct answer.

Response:

- A. You can edit the organizational model using the CRM WebClient UI.
- B. The organizational structure in the CRM system can be different from the structure in the ERP system.
- C. Validity periods can be specified when creating organizational objects and object attributes, and when assigning organizational objects and object characteristics.
- D. Organizational units can be created as business partners. The system automatically creates an account for an organizational unit with the role "Organizational unit."
- E. The organizational structure in the CRM system should be the same as in the ERP system.

Correct Answer: E

QUESTION 14

With reference to the CRM middleware, which of the following statements are FALSE?

Please choose the correct answer.

Response:

- A. CRM Middleware provides seamless back-end integration

- B. CRM Middleware provides groupware integration
- C. CRM Middleware Synchronizes Mobile Clients
- D. It requires no additional software, installation or servers.
- E. It supports integration with only MS Exchange and no other groupware.

Correct Answer: E

QUESTION 15

Which of the following are used for Billing item category determination?

There are 2 correct answers to this question.

Response:

- A. Source transaction type
- B. Source Payer
- C. Source item category
- D. Source Sold-to-party
- E. Source business partner

Correct Answer: AC

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