Vendor:SAP

Exam Code:C_TCRM20_72

Exam Name:SAP Certified Application Associate - CRM Fundamentals with SAP CRM 7.0 EHP2

Version: Demo

QUESTION 1

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 2

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 3

What is the function of business partner roles?

A. To identify the business partner number range

B. To specify the tax rate

C. To classify a business partner

D. To determine the responsible sales organization

Correct Answer: C

QUESTION 4

What do you have to do to execute a marketing campaign?

Note: There are 2 correct answers to this question.

A. Release the action "Execute campaign"

B. Set the status to "released".

C. Assign a product to your campaign.

D. Assign a target group to your campaign.

Correct Answer: BD

QUESTION 5

Your customer wants the invoicing of SAP CRM sales orders to be performed by CRM Billing. Where do you determine that billing takes place in SAP CRM and not in SAP ERP?

A. Item category of the sales transaction item

B. Transaction type of the sales transaction

C. Middleware parameter

D. Leading transaction category of the sales transaction

Correct Answer: A

QUESTION 6

Which of the following is used to model complex objects for your customers within SAP CRM Service?

A. Product components

B. Installed base management

C. Package quotation

D. Warranties

Correct Answer: B

QUESTION 7

Which of the following functions related to SAP CRM processes are only available in SAP ERP?

Note: There are 2 correct answers to this question.

A. Billing

B. Financial Accounting

C. Business Partner Management

D. Logistics Execution System

Correct Answer: BD

QUESTION 8

Which functions are available when you use the Opportunity of Type "sales methodology" in the standard SAP CRM system?

Note: There are 2 correct answers to this question.

A. Assessment (questionnaire)

B. Offer management

C. Sales assistant

D. Marketing campaign reference

Correct Answer: AC

QUESTION 9

Which Customizing object is not freely definable in partner determination?

A. Access sequence

B. Partner function category

C. Partner function

D. Partner determination procedure

Correct Answer: B

QUESTION 10

Which assignments do you have to make in Customizing when setting up the condition technique for pricing?

Note: There are 3 correct answers to this question.

A. Assignment of condition types to access sequence

B. Assignment of condition tables to access sequence

C. Assignment of condition types to pricing procedure

D. Assignment of access sequence to pricing procedure

E. Assignment of access sequence to condition type

Correct Answer: BCE

QUESTION 11

Which of the following are standard CRM Web Channel scenarios?

Note: There are 2 correct answers to this question.

A. Business to Consumer (B2C)

B. Business to Business (B2B)

C. Business to Partner (B2P)

D. Business to Employee (B2E)

Correct Answer: AB

QUESTION 12

A business scenario requires you to create a new customer-specific transaction type for quotations. Which of the following are possible subsequent tasks after you create this transaction type?

Note: There are 2 correct answers to this question.

A. Maintain item category determination.

B. Maintain copying control.

C. Maintain a business context profile.

D. Maintain a dispatching rule policy.

Correct Answer: AB