



C_C4H630_21^{Q&As}

SAP Certified Development Associate - SAP Customer Data Platform

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QUESTION 1

Why does SAP Customer Data Platform provide two views of the customer?

- A. To provide the right profile for every customer experience use-case
- B. To provide customer activities in one view and profile data in another
- C. To provide one unified customer profile with two different processing purposes
- D. To provide one profile for marketing and another for personalization

Correct Answer: D

QUESTION 2

For an incoming event, what value can SAP Customer Data Platform store for an active processing purpose status field?

- A. Yes
- B. 1
- C. Granted
- D. Allowed

Correct Answer: C

QUESTION 3

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 4

Which of the following are general import guidelines? Note: There are 3 correct answers to this question.



- A. The SAP Customer Data Platform instance should be switched to maintenance mode during an import process.
- B. Metadata fields should be used during an import process.
- C. Activities containing segments and activity indicator information should be imported individually.
- D. CX flows should be deactivated for data imports.
- E. Imported data file size should not exceed 250 MB.

Correct Answer: ACD

QUESTION 5

Which of the following is always required to create a segment?

- A. Activity indicator
- B. Profile data
- C. Activity schema
- D. Audience

Correct Answer: B

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