



# C\_TCRM20\_72<sup>Q&As</sup>

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

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### QUESTION 1

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

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### QUESTION 2

For marketing purposes, your customer plans to create target groups based on attributes hobbies, region, and sales volume.

Which data sources do you suggest to your customer for segmentation?

Note: There are 3 correct answers to this question.

- A. InfoSets
- B. Marketing attribute sets (from accounts)
- C. Account fact sheet
- D. Business Warehouse InfoCubes (SAP BW Query)
- E. Interactive Reports

Correct Answer: ABD

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### QUESTION 3

In CRM Field Applications, which object is used to set up the sites and to influence the data distribution logic from a business perspective?

- A. BDoc Modeler
- B. Administration console
- C. Mobile Application Studio
- D. Object management

Correct Answer: B

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#### QUESTION 4

You want to gather information from your customers.

Which option within SAP CRM supports this requirement?

- A. E-mail Response Management System
- B. Partner Channel Management
- C. CRM Web Channel
- D. Survey tool

Correct Answer: D

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#### QUESTION 5

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

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#### QUESTION 6

Where in Customizing do you assign access sequences for the partner functions?

- A. Within the partner function category
- B. Within in the relationship category
- C. Within the Partner determination procedure
- D. Within transaction type

Correct Answer: C

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#### QUESTION 7

What are Customizing characteristics for a new transaction type?



Note: There are 2 correct answers to this question.

- A. A transaction type can have multiple profiles and procedures assigned to it.
- B. A transaction type can have only one leading transaction category.
- C. A transaction type must have an item category assigned to it.
- D. A transaction type can have multiple internal number range object assignments.

Correct Answer: AB

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### QUESTION 8

There are several ways to adapt a CRM WebClient UI application.

Which of the following tasks can you perform using the UI Configuration Tool?

- A. Assign design objects to context nodes.
- B. Exchange the standard logo.
- C. Create a tile layout for an overview page.
- D. Create a quick link.

Correct Answer: C

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### QUESTION 9

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

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### QUESTION 10



Which application can be integrated with SAP CRM to ensure that sales order items are delivered on time?

Note: There are 2 correct answers to this question.

- A. SAP Supplier Relationship Management
- B. SAP Supply Chain Management
- C. SAP ERP
- D. SAP Product Lifecycle Management

Correct Answer: BC

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#### QUESTION 11

Which of the following are key capabilities of the SAP CRM application?

Note: There are 3 correct answers to this question.

- A. Business planning
- B. Field applications
- C. Partner channel management
- D. Analytics
- E. Profitability analysis

Correct Answer: BCD

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#### QUESTION 12

You want to be notified when BDoc messages are not executed properly.

What would you configure?

- A. qRFC monitor
- B. Error handler
- C. Middleware broker
- D. Subscription in admin console

Correct Answer: B

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#### QUESTION 13

Which of the following describes an accurate SAP CRM user interface strategy?



Note: There are 3 correct answers to this question.

- A. Administrators use the CRM WebClient UI.
- B. Administrators use the SAP GUI.
- C. Administrators use the People-Centric UI.
- D. Advanced business users use the SAP GUI.
- E. Business users use the CRM WebClient UI.

Correct Answer: ABE

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#### QUESTION 14

What does partner processing within SAP CRM determine?

Note: There are 3 correct answers to this question.

- A. The partners that are mandatory within business transactions
- B. The framework that is accessible for an Interaction Center agent
- C. The users who are authorized to maintain different business transactions
- D. The internal and external partners that are involved in transactions
- E. The sources that the system accesses to search for involved partners

Correct Answer: ADE

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#### 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