

C_TCRM20_72^{Q&As}

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

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QUESTION 1

Which of the following statements best describes the structure of adapter objects in Customizing?

- A. They always contain a maximum of two database tables.
- B. They always contain exactly one database table.
- C. They always contain more than two database tables.
- D. They always contain one or more database tables.

Correct Answer: D

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

QUESTION 3

Which of the following tasks are performed by users assigned to the standard Interaction Center Manager business role?

Note: There are 3 correct answers to this question.

- A. Maintain categorization schemas.
- B. Manage call lists.
- C. Create rule policies.
- D. Process the agent inbox.
- E. Maintain Internet Transaction Server settings.

Correct Answer: ABC

QUESTION 4

SAP ERP material master data can be loaded into SAP CRM product master data using CRM Middleware.

What Customizing is required before this can take place?

- A. Material master classification
- B. Base hierarchies
- C. Item categories
- D. Condition data

Correct Answer: B

QUESTION 5

Which of the following object types can you define in the CRM Middleware administration console?

Note: There are 3 correct answers to this question.

- A. Business objects
- B. Publications
- C. Customizing objects
- D. Subscriptions
- E. Sites

Correct Answer: BDE

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