

C_C4H630_21^{Q&As}

SAP Certified Development Associate - SAP Customer Data Platform

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QUESTION 1

What is the purpose of the Connector Studio?

- A. It enables creation of templates for source/destination REST API applications.
- B. It enables creation of ETL jobs and data pipelines for data ingestion.
- C. It enables creation of CX Flows and Journeys for new customers.
- D. It enables creation of Matching Rules for joining different pieces of customer data.

Correct Answer: A

QUESTION 2

Which features of SAP Customer Data Platform can be used to perform verification and transformation of ingested data? Note: There are 3 correct answers to this question.

- A. Normalization
- B. Certification
- C. Modification
- D. Extensions
- E. Validation

Correct Answer: ACE

QUESTION 3

What query syntax do you use for searching customers belonging to a segment using REST API?

- A. `select * from profile where segments.=`
- B. `select * from profile where having(segments, (Segments.name = and segments.value=))`
- C. `select * from profile where attributes.=`
- D. `select * from profile where having(segments, (attributes.segment= and attributes.value=))`

Correct Answer: C

QUESTION 4

Which of the following can be used as audience conditions? Note: There are 3 correct answers to this question.

- A. Segment
- B. Indicator
- C. Action
- D. Event
- E. Profile attribute

Correct Answer: ABE

QUESTION 5

Which functionalities are always used when ingesting customer data into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Segments
- B. Events
- C. Source Applications
- D. Audiences

Correct Answer: BC

QUESTION 6

How can data be ingested into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Using the source application
- B. Using the Ingestion API
- C. Uploading a CSV/JSON file in the console
- D. Entering data manually in the console

Correct Answer: AB

QUESTION 7

What can be configured as part of the customer schema within SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Activities

- B. Segments
- C. Activity indicators
- D. Profile entity

Correct Answer: AD

QUESTION 8

What destination source mechanisms are supported by SAP Customer Data Platform to call external REST APIs? Note: There are 2 correct answers to this question.

- A. Web client application
- B. Connector Studio
- C. Generic Webservice Provider
- D. Server API integrations

Correct Answer: BD

QUESTION 9

What are some valid concerns that can be solved by a customer data platform (CDP) solution? Note: There are 2 correct answers to this question.

- A. Inability to perform single sign-on
- B. Inability to manage data volume
- C. Missing enterprise consent and preference management system
- D. Too many data silos

Correct Answer: BD

QUESTION 10

You want to see the total sum of all customer orders for the last 60 days. What is the best way to do this in SAP Customer Data Platform?

- A. By using Sum segment
- B. By using Sum activity indicator
- C. By using Sum reduce array
- D. By using Sum group

Correct Answer: B

QUESTION 11

Which of the following statements describe the matching rules for data ingestion? Note: There are 3 correct answers to this question.

- A. System-defined rules can be deleted for the Unified Customer Profile.
- B. System-defined rules can be edited for the Unified Customer Profile.
- C. System-defined rules can be re-ordered for the Contextual Profile.
- D. User-defined rules can be based on the firstName attribute.
- E. System-defined rules are based on strongest identifier attributes.

Correct Answer: BDE

QUESTION 12

What are the possible application identifier conflict policy options when ingesting customer data using the Unified Customer Profile? Note: There are 2 correct answers to this question.

- A. Create new Customer Profile
- B. Raising an error and aborting the entire ingestion operation
- C. Discard data event
- D. Duplicate Customer Profile

Correct Answer: CD

QUESTION 13

What does the warning sign next to the attributes indicate in the Unique Identifiers section of the Customer Profile view?

- A. It indicates that the values of those attributes are shared with other customer profiles.
- B. It indicates that no value is set for those identifier attributes.
- C. It indicates that there was an error updating those attributes in the last inbound event.

Correct Answer: A

QUESTION 14

You are importing primary customer residential address data into SAP Customer Data Platform. What is the recommended type of schema to model it?

- A. Profile
- B. Accounts
- C. Data store
- D. Activity

Correct Answer: A

QUESTION 15

What kind of prediction can you select for a predictive indicator? Note: There are 2 correct answers to this question.

- A. Customer churn
- B. Customer lifetime value
- C. Customer volume
- D. Customer order value

Correct Answer: AB

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