

C_TCRM20_73^{Q&As}

SAP Certified Application Associate - CRM Foundation with SAP CRM
7.0 EhP3

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QUESTION 1

Which of the following statements regarding basic customizing of business transactions is correct?

There are 2 correct answers to this question.

Response:

- A. A transaction type contains all relevant item categories.
- B. An item category can be linked to only one transaction type.
- C. An item category can contain other item categories.
- D. A transaction type may have no item category determination.

Correct Answer: CD

QUESTION 2

What are the benefits of CRM Analytics? There are 3 correct answers to this question. Response:

- A. CRM interactive reports can be used to analyze activities, leads, and opportunities.
- B. Analysis scenarios provide predefined packages and content for controlling customer-focused processes.
- C. CRM Analytics can be used to transfer SAP ERP documents to the SAP CRM system for analysis.
- D. CRM Analytics can be used to predict customer behavior.
- E. CRM Analytics can be used to measure CRM service transaction profitability in real time.

Correct Answer: ABD

QUESTION 3

Account hierarchies can be mapped in CRM. For example, purchasing collaboration, chains, and so on.

Which of the following statements are true?

There are 3 correct answers to this question.

Response:

- A. Accounts are assigned to defined hierarchy nodes.
- B. Group hierarchies originally maintained in SAP CRM cannot be transferred to the ERP system.
- C. Customer hierarchies from the ERP system can be loaded into SAP CRM, but the changes that can be made to them there are restricted.

D. There are no prerequisites for transferring a customer hierarchy from the ERP back End

Correct Answer: ABC

QUESTION 4

Interaction Center Profiles can be designed for? There are 3 correct answers to this question. Response:

- A. Individual positions
- B. Groups of agents
- C. Common for all the Interaction center
- D. Individual Leads
- E. Groups of Sales

Correct Answer: ABC

QUESTION 5

In a CRM transaction, which of the following elements influence the determination of Item Category?

There are 3 correct answers to this question.

Response:

- A. Transaction Type
- B. Item Category Group
- C. Item Category Usage
- D. Leading Transaction Type
- E. Product Type

Correct Answer: ABC

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