

# SAP EDUCATION

## SAMPLE QUESTIONS: C\_TCRM20\_73

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

Disclaimer: These sample questions are for self-evaluation purposes only and do not appear on the actual certification exams. Answering the sample questions correctly is no guarantee that you will pass the certification exam. The certification exam covers a much broader spectrum of topics, so do make sure you have familiarized yourself with all topics listed in the exam competency areas before taking the certification exam.

### Questions

1. What are the benefits of CRM Analytics?

Note: There are 3 correct answers to this question.

a)	<input type="radio"/>	CRM interactive reports can be used to analyze activities, leads, and opportunities.
b)	<input type="radio"/>	Analysis scenarios provide predefined packages and content for controlling customer-focused processes.
c)	<input type="radio"/>	CRM Analytics can be used to transfer SAP ERP documents to the SAP CRM system for analysis.
d)	<input type="radio"/>	CRM Analytics can be used to predict customer behavior.
e)	<input type="radio"/>	CRM Analytics can be used to measure CRM service transaction profitability in real time.

2. Your customer asks you to explain the difference between quotations and sales orders.

Which function is supported in quotations but not in sales orders in SAP CRM?

Please choose the correct answer.

a)	<input type="radio"/>	Sales probability
b)	<input type="radio"/>	Campaign determination
c)	<input type="radio"/>	Use of payment cards
d)	<input type="radio"/>	Availability check

3. You want to automatically set all expired quotations to complete.

What is the most time efficient way to achieve this requirement?

Please choose the correct answer.

a)	<input type="radio"/>	Define an alert profile.
b)	<input type="radio"/>	Define an action profile.
c)	<input type="radio"/>	Define an incompleteness procedure.
d)	<input type="radio"/>	Define a workflow template.

4. Which of the following actions can Interaction Center agents start when processing inbound phone calls?

Note: There are 3 correct answers to this question.

a)	<input type="radio"/>	Qualify a lead.
b)	<input type="radio"/>	Identify the account.
c)	<input type="radio"/>	Start the interactive script editor.
d)	<input type="radio"/>	Identify an installed base component/object.
e)	<input type="radio"/>	Create a new alert.

5. Which of the following components embedded in the CRM middleware are part of the CRM Web Channel environment?

Note: There are 2 correct answers to this question.

a)	<input type="radio"/>	Index server and search engine.
b)	<input type="radio"/>	Consolidated database (CDB).
c)	<input type="radio"/>	Internet Pricing and Configurator (IPC)
d)	<input type="radio"/>	Communication management software

6. For which of the given processes is CRM Billing required for invoicing?

Note: There are 3 correct answers to this question.

a)	<input type="radio"/>	Service parts management
b)	<input type="radio"/>	Service order management
c)	<input type="radio"/>	Financial service and leasing
d)	<input type="radio"/>	Intellectual Property Management
e)	<input type="radio"/>	Sales order management

7. Your customer wants to use a new business activity to capture trade fair contacts.

Which of the following settings are mandatory to fulfill this requirement?

Note: There are 2 correct answers to this question.

a)	<input type="radio"/>	Maintain item category determination for the trade fair contact transaction type.
b)	<input type="radio"/>	Define a transaction type for the trade fair contacts with leading transaction category "business activity."
c)	<input type="radio"/>	Maintain business-activity-relevant data for the trade fair contact transaction type.
d)	<input type="radio"/>	Maintain questionnaire determination for the trade fair contact transaction type.

## Solutions

1 a) Correct	2 a) Correct	3 a) Incorrect	4 a) Correct
1 b) Correct	2 b) Incorrect	3 b) Correct	4 b) Correct
1 c) Incorrect	2 c) Incorrect	3 c) Incorrect	4 c) Incorrect
1 d) Correct	2 d) Incorrect	3 d) Incorrect	4 d) Correct
1 e) Incorrect			4 e) Incorrect

5 a) Correct	6 a) Correct	7 a) Incorrect
5 b) Incorrect	6 b) Incorrect	7 b) Correct
5 c) Correct	6 c) Correct	7 c) Correct
5 d) Incorrect	6 d) Correct	7 d) Incorrect
	6 e) Incorrect	

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