

SAP EDUCATION

SAMPLE QUESTIONS: C_TCRM20_72

SAP Certified Application Associate - CRM Fundamentals with SAP CRM 7.0 EhP2

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)	☐	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.

2. You want to systematically create service orders from a service contract at specified periods.

What do you need to define?

Please choose the correct answer.

a)	☐	A product service letter
b)	☐	Service Level Agreements
c)	☐	A service plan
d)	☐	Counters

3. 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)	☐	Sales probability
b)	☐	Campaign determination
c)	☐	Use of payment cards
d)	☐	Availability check

4. 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)	☐	Define an alert profile.
b)	☐	Define an action profile.
c)	☐	Define an incompleteness procedure.
d)	☐	Define a workflow template.

5. 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)	☐	Qualify a lead.
b)	☐	Identify the account.
c)	☐	Start the interactive script editor.
d)	☐	Identify an installed base component/object.
e)	☐	Create a new alert.

6. 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)	☐	Index server and search engine.
b)	☐	Consolidated database (CDB).
c)	☐	Internet Pricing and Configurator (IPC)
d)	☐	Communication management software

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

Note: There are 3 correct answers to this question.

a)	☐	Service parts management
b)	☐	Service order management
c)	☐	Financial service and leasing
d)	☐	Intellectual Property Management
e)	☐	Sales order management

8. 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)	☐	Maintain item category determination for the trade fair contact transaction type.
b)	☐	Create a new task type to initiate follow-up activities with the trade fair contacts.
c)	☐	Define a transaction type for the trade fair contacts with leading transaction category "business activity."
d)	☐	Maintain business-activity-relevant data for the trade fair contact transaction type.
e)	☐	Maintain questionnaire determination for the trade fair contact transaction type.

9. What is the Integrated Communication Interface (ICI) used for in SAP CRM?

Please choose the correct answer.

a)	☐	To enable communication between SAP CRM and mobile clients
b)	☐	To enable communication between SAP CRM and SAP SCM
c)	☐	To enable communication between SAP CRM and Computer Telephony
d)	☐	To enable communication between SAP CRM and SAP ERP

Solutions

1 a) Correct	2 a) Incorrect	3 a) Correct	4 a) Incorrect	5 a) Correct
1 b) Correct	2 b) Incorrect	3 b) Incorrect	4 b) Correct	5 b) Correct
1 c) Incorrect	2 c) Correct	3 c) Incorrect	4 c) Incorrect	5 c) Incorrect
1 d) Correct	2 d) Incorrect	3 d) Incorrect	4 d) Incorrect	5 d) Correct
1 e) Incorrect				5 e) Incorrect

6 a) Correct	7 a) Correct	8 a) Incorrect	9 a) Incorrect
6 b) Incorrect	7 b) Incorrect	8 b) Incorrect	9 b) Incorrect
6 c) Correct	7 c) Correct	8 c) Correct	9 c) Correct
6 d) Incorrect	7 d) Correct	8 d) Correct	9 d) Incorrect
	7 e) Incorrect	8 e) Incorrect	

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