

SAP EDUCATION

SAMPLE QUESTIONS: P_CRMMKT_71

SAP Certified Application Professional – Marketing with SAP CRM 7.0 EhP1

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. How do you enable campaign determination in SAP ERP sales orders using campaigns from SAP CRM?

Note: There are 2 correct answers to this question.

a)	<input type="radio"/>	Activate campaign determination in ERP.
b)	<input type="radio"/>	Maintain the condition records for campaign determination in ERP.
c)	<input type="radio"/>	Maintain the campaign determination procedure in ERP.
d)	<input type="radio"/>	Download the campaign determination procedure from CRM to ERP.

2. A marketing employee uses the SAP CRM marketing journal to get an overview about the marketing activities.

Which objects related to campaigns can she or he use?

Please choose the correct answer.

a)	<input type="radio"/>	Financial data such as planned costs.
b)	<input type="radio"/>	Service data such as service orders.
c)	<input type="radio"/>	Logistical data such as stock level.
d)	<input type="radio"/>	Segment data such as segmentation basis.

3. Your customer wants to analyze expenses that occur with executed campaigns.

Which mandatory requirements do you discuss with your customer?

Note: There are 2 correct answers to this question.

a)	<input type="radio"/>	Maintenance of a numbering logic in SAP CRM for Marketing Projects
b)	<input type="radio"/>	Project System (PS) set up in SAP ERP
c)	<input type="radio"/>	Profitability analysis activation in SAP CRM
d)	<input type="radio"/>	cProjects implementation in SAP ERP

4. You want to use the SAP CRM Survey Suite in the sales process.

To which business documents can you assign the surveys?

Note: There are 2 correct answers to this question.

a)	<input type="radio"/>	Sales orders
b)	<input type="radio"/>	Sales quotations
c)	<input type="radio"/>	Opportunities
d)	<input type="radio"/>	Leads

5. A marketing employee wants to know in which campaign a specific target group is used.

Which application or tool do you use to provide this information?

Please choose the correct answer.

a)	<input type="radio"/>	Segments
b)	<input type="radio"/>	Segment Builder
c)	<input type="radio"/>	Workflow
d)	<input type="radio"/>	Marketing Contact Summary

6. A marketing employee wants to create a call list for campaign participants who did not respond to an e-mail campaign.

What do you recommend?

Please choose the correct answer.

a)	<input type="radio"/>	Create a process using Campaign Automation with an optimization element to remove all campaign participants who responded.
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b)	<input type="radio"/>	Create a campaign and remove all campaign participants who responded based on the results from E-mail Response Management System.
c)	<input type="radio"/>	Create a campaign and execute an action to remove all campaign participants who responded.
d)	<input type="radio"/>	Create a process using Campaign Automation with the e-mail campaign and define a rule to remove all campaign participants who responded.

7. A marketing employee receives a file from an agency and wants to upload the provided data into SAP CRM using External List Management.

Which objects can be created in SAP CRM?

Please choose the correct answer.

a)	<input type="radio"/>	Marketing projects from type Campaign
b)	<input type="radio"/>	Quotations or Sales orders
c)	<input type="radio"/>	Leads and Activities
d)	<input type="radio"/>	Attribute Lists

8. Some business partners are not replicated from SAP CRM to SAP ERP.

Which setting would you check?

Please choose the correct answer.

a)	<input type="radio"/>	The CRM site in the administration console has the subscription "All Business Partners".
b)	<input type="radio"/>	The business partner master data has the correct account group for R/3 Integration.
c)	<input type="radio"/>	The middleware parameter "DISTRIBUTE_BUSINESS_PARTNERS" is activated.
d)	<input type="radio"/>	The business partner master data has a relevant role like "Sold-To Party" and a classification like "Customer".

9. A marketing employee is creating a new process model in campaign automation.

Which combination of elements is permitted?

Please choose the correct answer.

a)	<input type="radio"/>	Start node → Campaign Element → Optimization element → Decision rule
b)	<input type="radio"/>	Start node → Campaign element → Decision Rule → Campaign element
c)	<input type="radio"/>	Start node → Campaign element → Optimization element → Connector Node
d)	<input type="radio"/>	Start node → Optimization → Campaign Element → Decision Rule

10. A marketing employee wants to make a survey available in leads.

What are minimum requirements?

Note: There are 3 correct answers to this question.

a)	<input type="radio"/>	Validity period of the survey has to be set correctly
b)	<input type="radio"/>	Survey is assigned to a transaction type and set to visible
c)	<input type="radio"/>	Survey is assigned to a transaction type and set to active
d)	<input type="radio"/>	Survey of type lead is maintained and activated
e)	<input type="radio"/>	Survey is assigned to a transaction type and set to mandatory

Solutions

1 a) Correct	2 a) Correct	3 a) Correct	4 a) Incorrect	5 a) Incorrect
1 b) Incorrect	2 b) Incorrect	3 b) Correct	4 b) Incorrect	5 b) Incorrect
1 c) Correct	2 c) Incorrect	3 c) Incorrect	4 c) Correct	5 c) Incorrect
1 d) Incorrect	2 d) Incorrect	3 d) Incorrect	4 d) Correct	5 d) Correct
6 a) Incorrect	7 a) Incorrect	8 a) Incorrect	9 a) Incorrect	10 a) Correct
6 b) Incorrect	7 b) Incorrect	8 b) Incorrect	9 b) Correct	10 b) Incorrect
6 c) Incorrect	7 c) Correct	8 c) Incorrect	9 c) Incorrect	10 c) Correct
6 d) Correct	7 d) Incorrect	8 d) Correct	9 d) Incorrect	10 d) Correct
				10 e) Incorrect

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