

# 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)	<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.
If choice e is NOT selected AND choice c is NOT selected AND choice a is selected AND choice b is selected AND choice d is selected set score to 1. Anything else No score defined.		

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

What do you need to define?

a)	<input type="radio"/>	A product service letter
b)	<input type="radio"/>	Service Level Agreements
c)	<input type="radio"/>	A service plan
d)	<input type="radio"/>	Counters
If choice c is selected set score to 1.		

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?

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
If choice a is selected set score to 1.		

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

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

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.
If choice b is selected set score to 1.		

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)	<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.
If choice d is selected AND choice b is selected AND choice e is NOT selected AND choice c is NOT selected AND choice a is selected set score to 1.		
Anything else No score defined.		

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)	<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
<p>If choice a is selected AND choice c is selected AND choice d is NOT selected AND choice b is NOT selected set score to 1.</p> <p>Anything else No score defined.</p>		

7. 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
<p>If choice d is selected AND choice e is NOT selected AND choice a is selected AND choice c is selected AND choice b is NOT selected set score to 1.</p> <p>Anything else No score defined.</p>		

8. Your customer has sales quotations and orders up and running in SAP ERP (standard functions).

What is the best option in terms of effort to integrate SAP ERP and SAP CRM.

a)	<input type="radio"/>	Create corresponding transaction types in SAP CRM to replicate documents from SAP ERP.
b)	<input type="radio"/>	Create corresponding transaction types in SAP CRM for replication to SAP ERP.
c)	<input type="radio"/>	Use SAP ERP quotations and sales orders in SAP CRM without document replication.
d)	<input type="radio"/>	Replace SAP ERP quotations and orders with SAP CRM quotations and orders.
<p>If choice c is selected set score to 1</p>		

9. 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"/>	Create a new task type to initiate follow-up activities with the trade fair contacts.
c)	<input type="radio"/>	Define a transaction type for the trade fair contacts with leading transaction category "business activity."
d)	<input type="radio"/>	Maintain business-activity-relevant data for the trade fair contact transaction type.
e)	<input type="radio"/>	Maintain questionnaire determination for the trade fair contact transaction type.
<p>If choice a is NOT selected AND choice b is NOT selected AND choice c is selected AND choice e is NOT selected AND choice d is selected set score to 1.</p> <p>Anything else No score defined.</p>		

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

a)	<input type="radio"/>	To enable communication between SAP CRM and mobile clients
b)	<input type="radio"/>	To enable communication between SAP CRM and SAP SCM
c)	<input type="radio"/>	To enable communication between SAP CRM and Computer Telephony
d)	<input type="radio"/>	To enable communication between SAP CRM and SAP ERP
<p>If choice c is selected set score to 1.</p>		

## 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	10 a) Incorrect
6 b) Incorrect	7 b) Incorrect	8 b) Incorrect	9 b) Incorrect	10 b) Incorrect
6 c) Correct	7 c) Correct	8 c) Correct	9 c) Correct	10 c) Correct
6 d) Incorrect	7 d) Correct	8 d) Incorrect	9 d) Correct	10 d) Incorrect
	7 e) Incorrect		9 e) Incorrect	

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