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SAP Certified Business Associate - SAP C/4HANA Business Processes: Lead to Cash

SAP C C4HL2C 92

Version Demo

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QUESTION NO: 1

True or False:SAP Marketing Cloud is a private ABAP Cloud Platform.

- A. False
- B. True

ANSWER: A

QUESTION NO: 2

How many are the Lead-to-Cash generic stages?

- A. 7
- B. 8
- C. 6
- D. 9

ANSWER: B

QUESTION NO: 3

>> Textbox end

What is a logical step that can be taken, if SAP Marketing Cloud generates a campaign that did not get a response from the customer?

- A. SAP Marketing Cloud should automatically discard the contact
- B. SAP Marketing Cloud can retarget customers and remind them of new offers
- C. SAP Marketing Cloud can generate automatic calls to remind them of the offer
- D. SAP Marketing Cloud can archive the customer and mark them for deletion

ANSWER: B

QUESTION NO: 4

What is discrete manufacturing?

- A.** Discrete manufacturing is the production of goods by combining supplies, ingredients or raw substances using a formula or recipe. Ex. Food, beverages, refined oil, gasoline, pharmaceuticals, chemicals and plastics.
- B.** Discrete manufacturing is the production of goods by combining supplies, ingredients or raw substances using a formula or recipe. Ex. Nuts and bolts, brackets, wires, assemblies and individual products.
- C.** Discrete manufacturing is an industry term for the manufacturing of finished products that are distinct items capable of being easily counted, touched or seen. Ex. Nuts and bolts, brackets, wires, assemblies and individual products.
- D.** Discrete manufacturing is an industry term for the manufacturing of finished products that are distinct items capable of being easily counted, touched or seen. Ex. Food, beverages, refined oil, gasoline, pharmaceuticals, chemicals and plastics.

ANSWER: C

QUESTION NO: 5

What are the 5 main features of the SAP Marketing Cloud?

- A.** Driving attributed revenue by measuring success through reporting the return of Marketing Investment on the Campaigns
- B.** Aligning/Orchestrating Marketing and Sales efforts. Ex. Marketing triggering a campaign that engages Sales (through leads or tasks)
- C.** Understanding Influencers and Decision Makers with their individual interests and preferences
- D.** Identifying high-value accounts
- E.** Automatically scoring Leads based on customer interaction and converting them into Opportunities
- F.** Building experiences based on specific contact preferences to engage them

ANSWER: A B C D F

QUESTION NO: 6

How does SAP Marketing Cloud help you drive growth within a targeted set of accounts?

- A.** By distributing marketing collateral at the right time and place

- B. By engaging with accounts through personalized campaigns
- C. By providing intelligent webshop chatbots that generate leads
- D. By identifying accounts with the largest business potential

ANSWER: B D

QUESTION NO: 7

What features does the SAP Sales Enablement Solution provides?

- A. Industry variations like retail for consumer goods products industries
- B. Right content do win deals (training and coaching)
- C. Enablement for Sales Team
- D. Sales Performance Management

ANSWER: B C

QUESTION NO: 8

What are 3 features of the SAP Intelligent Sales Execution?

- A. Pipeline Analysis
- B. Boost Win rates
- C. Forecasting
- D. Generating/ Deleting Opportunities
- E. Managing customer contacts

ANSWER: A B C

QUESTION NO: 9

When a solution is order is created, where is a provisioning request created?

- A. SAP Commerce cloud

- B. SAP Data Cloud
- C. SAP Sales Cloud
- D. SAP Subscription Billing

ANSWER: D

QUESTION NO: 10

What are some of the features of the SAP Sales Cloud Solution?

- A. Simple UI
- B. Lead, Opportunity, account management with embedded Machine Learning for insight
- C. Mobile and offline capabilities
- D. Industry variations like retail for consumer goods products industries
- E. Fully integrates with ERP and S/4 HANA

ANSWER: A B C D E