SAP

C_HYMC_1802 Exam

SAP Certified Technology Associate - SAP Marketing Cloud 1802 Implementation Exam

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Version: 6.0

Question: 1

The top of the panel displays the following information:
Response:

A. The total number of posts selected.
B. The sentiment ratio of the posts selected.
C. Point one and two
D. None of above

Answer: C

Question: 2

Which integration scenarios are supported when you set up integration between SAP Marketing Cloud and SAP Cloud for Customer as a standard offering?
Note: There are 3 correct answers to this question.
Response:

A. Sales orders
B. Marketing lead management
C. Call qualification
D. Activities for sales
E. Tickets

Answer: BCD

Question: 3

In a bar chart, you can navigate from a location to the associated beacons, and then to the associated content pages. You can also navigate from a content page to the associated locations, and then to the associated beacons. To navigate, simply choose an object and then choose Drill Down.
When you navigate to beacons, the following data is displayed:
Response:

A. Total number of shakes that discover content pages broadcast by a specific beacon
B. Total number of WeChat users who discover content pages broadcast by a specific beacon
C. Point one and two
D. None of above

Answer: C

Question: 4

You can optionally check how different segmentation profiles affect the base population of the building block. Consider the following:
Response:

A. If multiple segmentations profiles are defined for the segmentation object, you can use the input help (on top of the interactive visualization) to select a profile. In a second step, you can check, for example, how the data source affects the building block.
B. If only one profile is defined for the segmentation object, the selection of profiles is disabled.
C. If a default profile is defined (among multiple profiles for the segmentation object), the default profile is listed at the top.
D. All of above

Answer: D

Question: 5

Messages are exchanged between the SAP on-premise, SAP Middleware and SAP Cloud for Customer systems, during data load and go-live phases. These messages need to be monitored for following reasons:
Response:

A. Identify incorrect data in messages.
B. Narrow down on the component where the message has failed.
C. Check connectivity issues between the components.
D. All of above.

Answer: D

Question: 6

Keep the following in mind when you copy the score for the best email sending time:
Response:

A. The Purpose is Best Contact Time.
B. If more than one rule is valid, and the output of the valid rules is different, the lowest value, representing the earliest day time, is taken as the best sending time.
C. The best e-mail sending time for new contacts or contacts who have received fewer than 5 emails is the morning.
D. The possible score values range from 0 to 23. These values represent the hours of the day.
E. All of above

Answer: E

Question: 7

Who does creates, maintains, and manages recommendation models?
Response:

A. SAP Consultant
B. SAP End User
C. Business Analyst
D. Marketing Expert

Answer: D

Question: 8

When you configure your SAP Cloud solution, for integration with SAP ERP, you must observe dependencies that arise among the activities in different systems. We therefore strongly recommend that you perform the activities in this guide in the sequence in which they are documented.
Pay special attention to the prerequisites, if mentioned, at the beginning of each section. Activities that you must perform in:
Response:

A. SAP ERP system are identified by the prefix ERP
B. SAP Cloud for Customer are identified by the prefix Cloud Solution
C. SAP on-premise Process Orchestration system on premise are identified by the prefix PI
D. All of above.

Answer: D

Question: 9

You want to customize the SAP Marketing Cloud solution according to your customer's specific requirements. How can you customize SAP Marketing Cloud?
Response:

A. Log on to the SAP GUI and use transaction SPRO.
B. Use the Manage your Solution app.
C. Use the AIF Configuration app.
D. Use the Manage Software Collection app.

Answer: B

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