SAP

C_C4H630_21

SAP Customer Data Platform

SAP

Exam C_C4H630_21

SAP Certified Development Associate - SAP Customer Data Platform

Version: 3.0

[Total Questions: 80]

Question No : 1

What would you use activity indicators as building blocks for? Note: There are 3 correct answers to this question.

A. Activities
B. Actions
C. Segments
D. CX flows
E. Extensions

Answer: A,C,D

Question No : 2

Which SAP Customer Data Platform concept directly relates to data privacy enforcement?

A. Processing purpose
B. Contextual Customer Profile
C. Unified Customer Profile
D. Application library

Answer: A

Question No : 3

Which of the following triggers are supported in CX flows? Note: There are 3 correct answers to this question.

A. Event occurrence
B. Action occurrence
C. Customer or group update
D. Segment membership
E. Audience activated

Answer: A,C,D

Question No : 4

When an action is triggered via a CX flow, the outbound data is checked by the system to see whether it passes the validation. What happens if it doesn't pass the validation?

A. The action succeeds but an error message is created.
B. The action fails and the data is not passed to the destination application.
C. The action succeeds and the data is passed to the destination application.
D. The action fails and the data is passed to the destination application for auditing purposes.

Answer: B

Question No : 5

A known customer buys a TV that is delivered late. SAP Customer Data Platform is configured to ingest the customer data for late deliveries so that the business can react and keep good customer satisfaction metrics. Which type of customer profile is best to use in this scenario?

A. Single Customer Profile
B. Master Customer Profile
C. Contextual Customer Profile
D. Unified Customer Profile

Answer: C

Question No : 6

Which of the following describes a business unit in SAP Customer Data Platform?

A. The business unit represents the owner of the SAP Customer Data Platform tenant. Each business unit within the organization has separate SAP Customer Data Platform tenants provisioned.
B. The business unit is a predefined optional attribute in the customer schema and allows segmenting of B2B customers based on their business hierarchy.
C. The business unit is responsible for maintaining customers in a given market and has its own customer schema to manage both the Contextual Profile and the Unified Customer Profile views.
D. The business unit is an optional informational attribute of the SAP Customer Data Platform Console Admin user.

Answer: C

Question No : 7

What options are available to pass the processing purpose for inbound data in SAP Customer Data Platform? Note: There are 2 correct answers to this question.

A. Static
B. Activity
C. Dynamic
D. Profile

Answer: A,C

Question No : 8

Which query syntax is correct when searching for users in SAP Customer Data Platform?

A. select * from profile where attribute. primaryEmail = 'someuseremail@emaildomain.com'
B. select * from accounts where profile.primaryEmail = someuseremail@emaildomain.com''
C. select * from contextualProfile where primaryEmail =
'someuseremail@emaildomain.com
D. select * from profile where profile.email = 'someuseremail@emaildomain.com'

Answer: A

Question No : 9

Which of the following roles for console users are available in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

A. Delegated Administrator
B. Marketeer
C. System Administrator
D. DPO Specialist
E. Customer Service Representative\W EXACTPREP"
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Answer: B,C,D

Question No : 10

Which of the following methods are supported in SAP Customer Data Platform to create the action model? Note: There are 2 correct answers to this question.

A. Adding nodes and assigning their attributes via the REST API
B. Manually adding nodes and assigning their attributes in the console
C. Dragging and dropping a JSON file that contains the schema structure onto the canvas
D. Dragging and dropping a CSV file that contains the schema structure onto the canvas

Answer: B,C

Question No : 11

What kinds of indicators can you create in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

A. Segmented
B. Activity
C. Predictive
D. Calculated
E. Profile

Answer: B,C,D

Question No : 12

You want a customer to be included in an audience. Which data must be available for the customer?

A. Processing purpose
B. Action
C. Activity indicator
D. Segment

Answer: A

Question No : 13

What is the purpose of the Connector Studio?

A. It enables creation of templates for source/destination REST API applications.

B. It enables creation of ETL jobs and data pipelines for data ingestion.

C. It enables creation of CX Flows and Journeys for new customers.

D. It enables creation of Matching Rules for joining different pieces of customer data.

Answer: A

Question No : 14

Which statements describe preconfigured matching rules? Note: There are 2 correct answers to this

question.

A. The Unified Customer Profile rules can be edited and re-ordered, but not deleted.

B. The Contextual Profile rules cannot be edited or re-ordered.

C. The Unified Customer Profile rules can be edited, re-ordered and deleted.

D. The Contextual Profile rules cannot be edited, but can be re-ordered.

Answer: A,B

Question No : 15

Which matching rules does SAP Customer Data Platform preconfigure for both the Contextual Profile view and the Unified Profile view? Note: There are 3 correct answers to this question.

A. CRM ID

B. CDC ID

C. C4C ID

D. CIAM ID

E. Master Data ID

Answer: A,D,E

Question No : 16

What are some valid use cases for audience activation? Note: There are 3 correct answers to this question.

A. Import customer contacts from CRM systems.

B. Run targeted email campaigns based on customer activities and preferences.
C. Update customer loyalty level in a loyalty system.
D. Merge incoming customer data from ERP backend.
E. Run marketing campaigns on social media platforms.

Answer: B,C,E

Question No : 17

Which of the following can be used as audience conditions? Note: There are 3 correct answers to this question.

A. Segment
B. Indicator
C. Action
D. Event
E. Profile attribute

Answer: A,B,E

Question No : 18

How would you ingest data from the database published with the JDBC interface?

A. Connect to the database using the built-in JDBC connector.
B. Create an iFlow in SAP Integration Suite and then use a custom connector to connect via the iFlow.
C. Create a custom JDBC connector in the Connector Studio.
D. Connect to the database using a built-in Oracle Eloqua connector.

Answer: B

Question No : 19

How can data be ingested into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

A. Using the source application
B. Using the Ingestion API

C. Uploading a CSV/JSON file in the console
D. Entering data manually in the console

Answer: A,B

Question No : 20

Which file formats are supported by storage application source types in SAP Customer Data Platform? Note: There are 2 correct answers to this question.

A. JavaScript Object Notation (JSON)
B. eXtensible Markup Language (XML)\ EXACTPREP"
C. Microsoft Excel (XLSX)
D. Comma-separated values (CSV)

Answer: A,D

Question No : 21

For which of the following use cases is SAP Customer Data Platform most applicable? Note: There are 2 correct answers to this question.

A. To discover how customers are using products and services
B. To provide detailed financials of cash flow statements
C. To show how a marketing campaign performed quarter over quarter
D. To understand the ways clients interact with brands

Answer: A,D

Question No : 22

What is the recommended way to obtain the application key and secret for authorization of REST API calls to SAP Customer Data Platform?

A. By accessing the Event Listener tab after configuring the event
B. By creating an application user in the Administration dashboard
C. By configuring the connector in the Connector Studio
D. By creating a server application from the application library

Answer: B

Question No : 23

What actions can you perform on a segment? Note: There are 2 correct answers to this question.

A. Activate
B. Delete
C. Clone
D. Schedule

Answer: A,B

Question No : 24

What are the possible application identifier conflict policy options when ingesting customer data using the Unified Customer Profile? Note: There are 2 correct answers to this question.

A. Create new Customer Profile
B. Raising an error and aborting the entire ingestion operation
C. Discard data event
D. Duplicate Customer Profile

Answer: C,D

Question No : 25

Which of the following statements describe the relationship between workspace, tenants, and business

units? Note: There are 2 correct answers to this question.

A. A business unit can contain multiple workspaces.
B. A workspace can contain multiple business units.
C. A business unit can contain multiple tenants.
D. A tenant can contain multiple workspaces.