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Exam : **C_TCRM20_73**

Title : SAP Certified Application
Associate - CRM Fundamentals
with SAP CRM 7.0 EhP3

Vendor : SAP

Version : DEMO

NO.1 Which one of the following are functional enhancements of the Service Contract that generate followup documents at specified points in time as individual or periodic scheduling?

Please choose the correct answer.

Response:

- A. Service Order
- B. Service Plan
- C. Service level agreements
- D. Quotation Order

Answer: B

NO.2 Which of the following are part of SAP CRM Marketing?

There are 2 correct answers to this question.

Response:

- A. Campaign Management
- B. Customer Segmentation
- C. Installed Base Management
- D. Incentive and Commission Management

Answer: BC

NO.3 Which of the following form part of the three step billing process in SAP CRM?

There are 3 correct answers to this question.

Response:

- A. Input processing
- B. Output processing
- C. Order integration
- D. Billing
- E. Company code definition

Answer: ABD

NO.4 Interactive script can be used for each of the following?

There are 2 correct answers to this question.

Response:

- A. Telesales
- B. Telemarketing
- C. Teleservice
- D. Teleleads

Answer: AC

NO.5 The business partner category must be defined when creating a new business partner and it cannot be changed later on.

Please choose the correct answer.

Response:

- A. True
- B. False

Answer: A

NO.6 What are the benefits of CRM Analytics?

There are 3 correct answers to this question.

Response:

- A.** CRM interactive reports can be used to analyze activities, leads, and opportunities.
- B.** Analysis scenarios provide predefined packages and content for controlling customer-focused processes.
- C.** CRM Analytics can be used to transfer SAP ERP documents to the SAP CRM system for analysis.
- D.** CRM Analytics can be used to predict customer behavior.
- E.** CRM Analytics can be used to measure CRM service transaction profitability in real time.

Answer: ABD

NO.7 Which of the following statements are correct regarding copying and follow up if a transaction?

Please choose the correct answer.

Response:

- A.** You can choose the transaction type during follow up.
- B.** Header data is copied and you can select items during copying a transaction.
- C.** Transaction history is updated after copying a transaction.
- D.** Whether a transaction type can be copied or not, is customized in the copying control of transactions.

Answer: A

NO.8 Interaction Center Profiles can be designed for?

There are 3 correct answers to this question.

Response:

- A.** Individual positions
- B.** Groups of agents
- C.** Common for all the Interaction center
- D.** Individual Leads
- E.** Groups of Sales

Answer: ABC

NO.9 You want to systematically create service orders from a service contract at specified periods.

What do you need to define?

Please choose the correct answer

Response:

- A.** A product service letter
- B.** Service Level Agreements
- C.** A service plan
- D.** Counters

Answer: C

NO.10 Which of the following components can be synced between MS outlook or Lotus Notes and SAP CRM?

There are 2 correct answers to this question.

Response:

- A.** Task
- B.** Interaction log
- C.** Business Partners
- D.** Appointments

Answer: AC