DUMPSQUEEN

SAP Certified Technology - SAP Marketing Cloud (1802) Implementation

SAP C_HYMC_1802

Version Demo

Total Demo Questions: 10

Total Premium Questions: 80

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QUESTION NO: 1

What technology components is SAP Marketing Cloud based on?

A. SAP Fiori, SAP Netweaver, SAP Delta Warehouse

B. SAP Portal, SAP Netweaver, SAP Cloud Analytics

C. SAP Fiori, SAP Netweaver, SAP HANA

D. SAP Fiori, SAP Cloud Platform, SAP HANA

ANSWER: C

QUESTION NO: 2

How do you assign a custom field to be used in Segmentation?

A. In the Custom Fields and Logic App, edit you custom field, select the accurate Segmentation Object in Business Scenarios

B. In the Custom Fields and Logic App, edit your custom field, enable Segmentation Usage in Uls and Reports

C. In the Marketing Extensibility App > Assign to Segmentation, add the field to the accurate Business Context and Segmentation Object

D. In the Marketing Extensibility App > Assign to Segmentation, set the field visible for the accurate business ^ Context and Segmentation Object

ANSWER: D

QUESTION NO: 3

Which of the following are implementation steps to create Custom Logic? (3)

A. Create an implementation description using ABAP for key users

B. Test custom logic using predefined test variants

C. Export in Manage your solution by creating a change project

D. Create filter conditions via Live Target Groups

E. Publish implementation description to your test system

ANSWER: A B E

QUESTION NO: 4

What set of applications is used to perform administration tasks in a production system?

A. - Manage Recommendations
- Map Free Texts
- Marketing Application Jobs

B. - Manage Interests
- Map Free Texts
- Marketing Application Jobs

C. - Manage Interests
- Manage your Solution
- Map Free Texts

D. - Manage Interests
- Mangage Your Solution
- Marketing Application Jobs

ANSWER: D

QUESTION NO: 5

You are loading contact data with different types of business relationships for your company. Which system flags stores the business relationships (B2B or B2C) of those contacts? (2)

A. SourceObjectType

B. SAPERPAccountId

C. IsContact

D. IsConsumer

ANSWER: C D

QUESTION NO: 6

What can you do with the Acid Custom View App in SAP Marketing Cloud? (3)

A. Export an existing graphical calculation view along with the associated views and tables

B. Import scripted vies that are modeled in an SAP HANA system

C. Import analytic views that are modeled in an SAP HANA system

D. Export standard or custom Business Object tables to an SAP HANA system

E. Import the calculated views that are modeled in an SAP HANA system

ANSWER: A D E

QUESTION NO: 7

The values for countries maintained in SAP Marketing Cloud are:

ID Name AU Australia DE Germany

US United States of America

You have connected a third-party system to your SAP Marketing Cloud system. The name in the country field in the third-party systems is United States.

What application can you use to resolve this discrepancy for the country field in SAP Marketing Cloud when the contact data is uploaded?

A. User Lists

B. Map Free Text

C. User Interface Adaption

D. Manage Interests

ANSWER: B

QUESTION NO: 8

Which standard integration scenarios are available for integration with SAP CRM and SAP Marketing Cloud? (2)

A. Replication of service tickets from SAP CRM to SAP Marketing Cloud

B. Replication of contact permissions from SAP CRM to SAP Marketing Cloud

C. Repilication of target groups from SAP CRM to SAP Marketing Cloud

D. Replication of leads from SAP Marketing Cloud to SAP CRM

ANSWER: B D

QUESTION NO: 9

What do you use to map a user from SAP Marketing Cloud to a user in SAP cloud Platform Identity Authentication?

A. User ID

B. Employee's e-mail

C. Employee's business role

D. Employee ID

ANSWER: B

Your customer wants to leverage web shop information about consumers' online buying behavior for marketing campaigns.

Which objects in SAP Marketing Cloud store information about sales orderes and included line items? (2)

A. Item of interest

B. Product

C. Interaction product

D. Interaction

ANSWER: B D