SAP

C_C4HL2C_92
SAP Certified Business Associate - SAP C/4HANA Business Processes: Lead to Cash

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Question: 1

Where does a service field technician logs all of his actions like time of travel and materials used?

A. On the mobile App
B. On paper
C. On paper and in the mobile app
D. On SAP Service

Answer: A

Question: 2

In B2B, what is the next logical step once a target group has been defined through segmentation?

A. Campaign management and customer contact
B. Customer contact and lead nurturing
C. Customer contact and opportunity generation
D. Campaign management and lead nurturing

Answer: D

Question: 3

Any activities performed on SAP Sales Cloud get sent to SAP Marketing Cloud as what?

A. Tasks
B. Opportunities
C. Interactions
D. Logs

Answer: C

Question: 4

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: 5

Which cloud products are part of the SAP C4/HANA suite?

A. Marketing Cloud, Commerce Cloud, Customer Data Cloud, Sales Cloud, BRIM Cloud
B. Marketing Cloud, Hybris, Customer Data Cloud, Sales Cloud, BRIM Cloud
C. Marketing Cloud, Commerce Cloud, Customer Data Cloud, Sales Cloud, Service Cloud
D. Marketing Cloud, Hybris Cloud, Customer Data Cloud, Sales Cloud, Service Cloud

Answer: C

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