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**Exam** : **C-C4HL2C-92**

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

**Vendor** : SAP

**Version** : DEMO

**NO.1** What is process manufacturing?

**A.** Process manufacturing is an industry term for the manufacturing of finished products that are distinct items Q capable of being easily counted, touched or seen. Ex. Nuts and bolts, brackets, wires, assemblies and individual products.

**B.** Process manufacturing is the production of goods by combining supplies, ingredients or raw substances Q using a formula or recipe. Ex. Food, beverages, refined oil, gasoline, pharmaceuticals, chemicals and plastics

**C.** Process manufacturing is the production of goods by combining supplies, ingredients or raw substances using a formula or recipe. Ex. Nuts and bolts, brackets, wires, assemblies and individual products.

**D.** Process manufacturing is an industry term for the manufacturing of finished products that are distinct items Q capable of being easily counted, touched or seen. Ex. Food, beverages, refined oil, gasoline, pharmaceuticals, chemicals and plastics

**Answer:** B

**NO.2** Define the stage: A customer interaction is captured and scored, creating a lead. Market retargets the customer to remind him/her of the offer with the goal of handling the lead to sales, potential is qualified and lead is converted to opportunity.

**A.** Lead-to-Opportunity

**B.** Contact-to-lead

**C.** Opportunity-to-Quote/Cart

**D.** Quote-to-Order

**Answer:** A

**NO.3** What are examples of no touch customer experiences?

**A.** email

**B.** push notification

**C.** call

**D.** chatbot

**Answer:** B,D

**NO.4** What types of scores does SAP Marketing Cloud provide to enrich customer and consumer profiles?

**A.** Ranking Scores

**B.** Benchmark Scores

**C.** Heuristic Scores

**D.** Predictive Scores

**Answer:** C,D

**NO.5** What is X + O Data?

**A.** Expert + Observation

**B.** Expert + Operational

**C.** Experience + Observation

**D. Experience + Operational**

**Answer:** D

**NO.6** What is a logical step that can be taken, if SAP Marketing Cloud generates a campaign that did not get a response from the customer?

- A.** SAP Marketing Cloud should automatically discard the contact
- B.** SAP Marketing Cloud can retarget customers and remind them of new offers
- C.** SAP Marketing Cloud can generate automatic calls to remind them of the offer
- D.** SAP Marketing Cloud can archive the customer and mark them for deletion

**Answer:** B

**NO.7** What does it mean to have an active deal?

- A.** Having a contact with or without a lead
- B.** Having an active Opportunity
- C.** Having an already closed deal
- D.** Having an order that is being shipped

**Answer:** B

**NO.8** What are SAP Commerce Cloud Accelerators?

- A.** They are tips based on SAP Leonardo machine learning that suggest products to your customers based on their purchasing patterns, accelerating your sales
- B.** They are standard processes created by SAP that you can choose to follow to accelerate sales
- C.** They are ready to use Commerce solutions to kick start implementations and are tailored for specific industries and business models
- D.** They are containers that allow for developers to easily customize SAP Commerce Cloud based on an increasing customer demand for novelty and quick solutions

**Answer:** C

**NO.9** True or False: Lead scoring uses the machine learning model trained on past sales data to predict the probability of a deal. Lead scoring prioritizes leads based on the propensity to win.

- A.** False
- B.** True

**Answer:** B