

DUMPS ARENA

SAP Certified Development Associate - SAP Customer Data Platform

SAP C C4H630 21

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sales@dumpsarena.co

sales@dumpsarena.co
dumpsarena.co

QUESTION NO: 1

Which of the following are event configuration steps in a source application? Note: There are 2 correct answers to this question.

- A. Mappings
- B. Model
- C. API connection
- D. Authentication

ANSWER: A C**QUESTION NO: 2**

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: 3**

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: 4

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: 5

How many conditions are allowed per single segment?

- A. 100
- B. 50
- C. 300
- D. 200

ANSWER: D

QUESTION NO: 6

Which of the following merge rules must be defined at attribute level? Note: There are 2 correct answers to this question.

- A. Decide what to do if a data conflict occurs for an identifier attribute
- B. Decide whether to override existing data, based on the quality of the incoming and existing data
- C. Decide whether more than one value can be saved for an attribute
- D. Decide whether to concatenate the incoming value with the existing value of the same attribute

ANSWER: A C

QUESTION NO: 7

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: 8

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: 9

You want to provide user access to the SAP Customer Data Platform console using the administration features in the console. How can you do this? Note: There are 2 correct answers to this question.

- A. By calling a REST API
- B. By supplying the correct OIDC Provider configuration
- C. By providing the correct Universe SAML Login configuration
- D. By using the Admin Users functionality

ANSWER: C D

QUESTION NO: 10

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