



# C\_TCRM20\_72<sup>Q&As</sup>

SAP Certified Application Associate - CRM Fundamentals with SAP  
CRM 7.0 EHP2

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### QUESTION 1

Which actions can you perform using the UI Component Workbench?

Note: There are 2 correct answers to this question.

- A. Enhance views to redefine controller methods.
- B. Create SAP design objects to change field labels.
- C. Launch the Application Enhancement Tool to create new fields.
- D. Perform layout changes using the UI Configuration Tool.

Correct Answer: AD

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### QUESTION 2

You want to gather information from your customers.

Which option within SAP CRM supports this requirement?

- A. E-mail Response Management System
- B. Partner Channel Management
- C. CRM Web Channel
- D. Survey tool

Correct Answer: D

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### QUESTION 3

Which of the following components of SAP Solution Manager support the implementation phase of an SAP CRM project?

Note: There are 2 correct answers to this question.

- A. Implementation and test tools, for example the IMG or the Test Workbench
- B. Roadmaps providing links to accelerators and tools that perform project tasks
- C. Wizards that support the technical installation of the SAP CRM system
- D. Skill-based allocation reports to assign qualified employees to the project

Correct Answer: AB

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#### QUESTION 4

In a marketing training you explain the functions to create segmentation models, segments and target groups.

Which key point should the users remember?

- A. A segmentation model can contain segments, target groups, or target groups that are based on a segment.
- B. A target group that is already based on a segment can be assigned to another segment.
- C. A target group is updated automatically.
- D. A segment is a finite list of business partners that match a corresponding profile.

Correct Answer: A

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#### QUESTION 5

When replicating business partners from SAP CRM to SAP ERP, what information in the business partner record determines the account groups that are assigned to a customer master?

- A. Business partner category
- B. Account grouping
- C. Account type
- D. Classification

Correct Answer: D

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