



C_C4H630_21^{Q&As}

SAP Certified Development Associate - SAP Customer Data Platform

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**QUESTION 1**

Which features of SAP Customer Data Platform can be used to perform verification and transformation of ingested data? Note: There are 3 correct answers to this question.

- A. Normalization
- B. Certification
- C. Modification
- D. Extensions
- E. Validation

Correct Answer: ACE

QUESTION 2

You want to see the total sum of all customer orders for the last 60 days. What is the best way to do this in SAP Customer Data Platform?

- A. By using Sum segment
- B. By using Sum activity indicator
- C. By using Sum reduce array
- D. By using Sum group

Correct Answer: B

QUESTION 3

How would you ingest data from the database published with the JDBC interface?

- A. Connect to the database using the built-in JDBC connector.
- B. Create an iFlow in SAP Integration Suite and then use a custom connector to connect via the iFlow.
- C. Create a custom JDBC connector in the Connector Studio.
- D. Connect to the database using a built-in Oracle Eloqua connector.

Correct Answer: B

QUESTION 4

What does the Overview tab display in the customer dashboard?



- A. Reporting of customer order activities that are part of the customer profile
- B. Identifiers that are used in matching the customer profile
- C. Aggregate reports of all activities that are part of the customer profile
- D. All the activities and segments and processing purpose for the customer profile

Correct Answer: A

QUESTION 5

What kinds of indicators can you create in SAP Customer Data Platform? Note: There are 3 correct answers to this question.

- A. Segmented
- B. Activity
- C. Predictive
- D. Calculated
- E. Profile

Correct Answer: BCD

QUESTION 6

When an action is triggered via a CX flow, the outbound data is checked by the system to see whether it passes the validation. What happens if it doesn't pass the validation?

- A. The action succeeds but an error message is created.
- B. The action fails and the data is not passed to the destination application.
- C. The action succeeds and the data is passed to the destination application.
- D. The action fails and the data is passed to the destination application for auditing purposes.

Correct Answer: B

QUESTION 7

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

Correct Answer: C

QUESTION 8

Which statements describe preconfigured matching rules? Note: There are 2 correct answers to this question.

- A. The Unified Customer Profile rules can be edited and re-ordered, but not deleted.
- B. The Contextual Profile rules cannot be edited or re-ordered.
- C. The Unified Customer Profile rules can be edited, re-ordered and deleted.
- D. The Contextual Profile rules cannot be edited, but can be re-ordered.

Correct Answer: AB

QUESTION 9

The search API for a single customer record does not show any segments tied to the profile but you can see the segments in the customer dashboard. What could be the reason for this?

- A. Permissions for the API authorization keys are not set up correctly.
- B. Segment fields are not part of the processing purpose for the record.
- C. The query API is not using the Unified Profile view Id.
- D. Segment data is never returned by the query API.

Correct Answer: A

QUESTION 10

What query syntax do you use for searching customers belonging to a segment using REST API?

- A. select * from profile where segments.=
- B. select * from profile where having(segments, (Segments.name = and segments.value=))
- C. select * from profile where attributes.=
- D. select * from profile where having(segments, (attributes.segment= and attributes.value=))

Correct Answer: C

**QUESTION 11**

Which of the following describes a business unit in SAP Customer Data Platform?

- A. The business unit represents the owner of the SAP Customer Data Platform tenant. Each business unit within the organization has separate SAP Customer Data Platform tenants provisioned.
- B. The business unit is a predefined optional attribute in the customer schema and allows segmenting of B2B customers based on their business hierarchy.
- C. The business unit is responsible for maintaining customers in a given market and has its own customer schema to manage both the Contextual Profile and the Unified Customer Profile views.
- D. The business unit is an optional informational attribute of the SAP Customer Data Platform Console Admin user.

Correct Answer: C

QUESTION 12

You are importing primary customer residential address data into SAP Customer Data Platform. What is the recommended type of schema to model it?

- A. Profile
- B. Accounts
- C. Data store
- D. Activity

Correct Answer: A

QUESTION 13

What are some of attributes in the customer schema that can be mapped to action attributes? Note: There are 3 correct answers to this question.

- A. Privacy
- B. Behavioral
- C. Events
- D. Activities
- E. Profile entity



Correct Answer: ADE

QUESTION 14

What are the four Key stages of data handling that SAP Customer Data Platform manages?

- A. Data Ingestion, Identity Resolution, Insight, Engagement
- B. Data Ingestion, Identity Resolution, Export, Verify
- C. Connect, Validate, Insight, Engagement
- D. Connect, Validate, Export, Verify

Correct Answer: A

QUESTION 15

In-store purchase information from known customers is ingested from the point-of-sale (POS) to SAP Customer Data Platform. Which type of Customer Profile is recommended to use for this scenario?

- A. Activity Profile
- B. Unified Customer Profile
- C. Contextual Profile
- D. User Profile

Correct Answer: B

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