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# C\_TCRM20\_72

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**SAP CRM Certification Questions & Answers**



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**C\_TCRM20\_72**

**SAP Certified Application Associate - CRM Fundamentals with SAP CRM 7.0 EhP2**

**80 Questions Exam – 63% Cut Score – Duration of 180 minutes**

# C\_TCRM20\_72 Practice Test

ERPPrep.com's C\_TCRM20\_72 PDF is a comprehensive compilation of questions and answers that have been developed by our team of SAP CRM experts and experienced professionals. To prepare for the actual exam, all you need is to study the content of this exam questions. You can identify the weak area with our premium C\_TCRM20\_72 practice exams and help you to provide more focus on each syllabus topic covered. This method will help you to boost your confidence to pass the SAP CRM certification with a better score.

## C\_TCRM20\_72 Questions and Answers Set

### Questions 1.

Which of the following actions can Interaction Center agents start when processing inbound phone calls?

Note: There are 3 correct answers to this question.

- a) Qualify a lead.
- b) Identify the account.
- c) Start the interactive script editor.
- d) Identify an installed base component/object.
- e) Create a new alert.

**answer: a, b, d**

### Questions 2.

What is the Integrated Communication Interface (ICI) used for in SAP CRM?

Please choose the correct answer.

- a) To enable communication between SAP CRM and mobile clients
- b) To enable communication between SAP CRM and SAP SCM
- c) To enable communication between SAP CRM and ComputerTelephony
- d) To enable communication between SAP CRM and SAP ERP

**answer: c**

### Questions 3.

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You want to systematically create service orders from a service contract at specified periods. What do you need to define?

Please choose the correct answer.

- a) A product service letter
- b) Service Level Agreements
- c) A service plan
- d) Counters

**answer: c**

Questions 4.

You want to automatically set all expired quotations to complete. What is the most time efficient way to achieve this requirement?

Please choose the correct answer.

- a) Define an alert profile.
- b) Define an action profile.
- c) Define an incompleteness procedure.
- d) Define a workflow template.

**answer: b**

Questions 5.

For which of the given processes is CRM Billing required for invoicing?

Note: There are 3 correct answers to this question.

- a) Service parts management
- b) Service order management
- c) Financial service and leasing
- d) Intellectual Property Management
- e) Sales order management

**answer: a, c, d**

Questions 6.

What are the benefits of CRM Analytics?

Note: There are 3 correct answers to this question.

- a) CRM interactive reports can be used to analyze activities, leads, and opportunities.
- b) Analysis scenarios provide predefined packages and content for controlling customer-focused processes.
- c) CRM Analytics can be used to transfer SAP ERP documents to the SAP CRM system for analysis.
- d) CRM Analytics can be used to predict customer behavior.
- e) CRM Analytics can be used to measure CRM service transaction profitability in real time.

**answer: a, b, d**

#### Questions 7.

Your customer wants to use a new business activity to capture trade fair contacts. Which of the following settings are mandatory to fulfill this requirement?

Note: There are 2 correct answers to this question.

- a) Maintain item category determination for the trade fair contact transaction type.
- b) Create a new task type to initiate follow-up activities with the trade fair contacts.
- c) Define a transaction type for the trade fair contacts with leading transaction category "business activity."
- d) Maintain business-activity-relevant data for the trade fair contact transaction type.
- e) Maintain questionnaire determination for the trade fair contact transaction type.

**answer: c, d**

#### Questions 8.

Your customer asks you to explain the difference between quotations and sales orders. Which function is supported in quotations but not in sales orders in SAP CRM?

Please choose the correct answer.

- a) Sales probability
- b) Campaign determination
- c) Use of payment cards
- d) Availability check

**answer: a**

#### Questions 9.

Which of the following components embedded in the CRM middleware are part of the CRM Web Channel environment?

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Note: There are 2 correct answers to this question.

- a) Index server and search engine.
- b) Consolidated database (CDB).
- c) Internet Pricing and Configurator (IPC)
- d) Communication management software

answer: a, c

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