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Exam : **C_C4H630_21**

Title : SAP Certified Development Associate - SAP Customer Data Platform

Vendor : SAP

Version : DEMO

NO.1 Which of the following is an example of first-party customer data?

- A. Customer data imported from another company
- B. Customer data collected from public sources
- C. Customer data collected directly from consumers
- D. Customer data from a purchase intention

Answer: C

NO.2 Which of the following activation methods can actions be used with? Note: There are 2 correct answers to this question.

- A. CX journeys
- B. CX flows
- C. Audiences
- D. CX milestones

Answer: B,C

NO.3 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 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.
- C. The business unit is a predefined optional attribute in the customer schema and allows segmenting of B2B customers based on their business hierarchy.
- D. The business unit is an optional informational attribute of the SAP Customer Data Platform Console Admin user.

Answer: B

NO.4 You are using predictive indicators to configure predictive models and view results. What types of models can you design? Note: There are 3 correct answers to this question.

- A. Predict actions for groups.
- B. Predict customer lifetime value for profiles. \W EXACTPREP"
- C. Predict churn probabilities for groups.
- D. Predict churn probabilities for profiles.
- E. Predict events for groups.

Answer: B,C,D

NO.5 What is the purpose of the Connector Studio?

- A. It enables creation of CX Flows and Journeys for new customers.
- B. It enables creation of templates for source/destination REST API applications.
- C. It enables creation of Matching Rules for joining different pieces of customer data.
- D. It enables creation of ETL jobs and data pipelines for data ingestion.

Answer: B

NO.6 What kind of prediction can you select for a predictive indicator?

Note: There are 2 correct answers to this question.

- A. Customer churn
- B. Customer volume
- C. Customer order value
- D. Customer lifetime value

Answer: A,D

NO.7 What would you use activity indicators as building blocks for? Note: There are 3 correct answers to this question.

- A. CX flows
- B. Activities
- C. Actions
- D. Extensions
- E. Segments

Answer: A,B,E

NO.8 What can you do in Tech Tool Box? Note: There are 3 correct answers to this question.

- A. Provision workspaces
- B. Reset business units
- C. Browse and search logs
- D. Create export jobs
- E. Add business units

Answer: A,B,C