

SAP C_C4H630_21

SAP Certified Development Associate - SAP Customer Data Platform

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Questions**

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Version: 4.0

Question: 1

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

Question: 2

What options are available to pass the processing purpose for inbound data in SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Static
- B. Activity
- C. Dynamic
- D. Profile

Answer: A, C

Question: 3

Which of the following are important considerations when importing data into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. An integration flow needs to be configured in SAP Business Technology Platform to send data to SAP Customer Data Platform.
- B. The source data can only be imported into SAP Customer Data Platform in JSON format.
- C. The original timestamp of the customer event activity needs to be mapped in the event metadata.
- D. The identifier of the event must be mapped to the deduplication identifier to prevent the same event from being ingested twice.

Answer: A, D

Question: 4

Which of the following are general import guidelines? Note: There are 3 correct answers to this question.

- A. The SAP Customer Data Platform instance should be switched to maintenance mode during an import process.
- B. Metadata fields should be used during an import process.
- C. Activities containing segments and activity indicator information should be imported individually.
- D. CX flows should be deactivated for data imports.
- E. Imported data file size should not exceed 250 MB.

Answer: A, C, D

Question: 5

What destination source mechanisms are supported by SAP Customer Data Platform to call external REST APIs? Note: There are 2 correct answers to this question.

- A. Web client application
- B. Connector Studio
- C. Generic Webservice Provider
- D. Server API integrations

Answer: A, B

Question: 6

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.

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

Answer: C

Question: 8

Which file formats are supported by storage application source types in SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. JavaScript Object Notation (JSON)
- B. eXtensible Markup Language (XML)
- C. Microsoft Excel (XLSX)
- D. Comma-separated values (CSV)

Answer: A

Question: 9

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 events for groups.
- C. Predict churn probabilities for groups.
- D. Predict churn probabilities for profiles.
- E. Predict customer lifetime value for profiles.

Answer: C, D, E

Question: 10

What does the warning sign next to the attributes indicate in the Unique Identifiers section of the Customer Profile view?

- A. It indicates that the values of those attributes are shared with other customer profiles.
- B. It indicates that no value is set for those identifier attributes.
- C. It indicates that there was an error updating those attributes in the last inbound event.

Answer: A

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