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Exam : **C_C4HL2C_92**

Title : SAP Certified Business Associate - SAP C/4HANA Business Processes: Lead to Cash

Vendor : SAP

Version : DEMO

NO.1 What is process manufacturing?

A. Process manufacturing is an industry term for the manufacturing of finished products that are distinct items Q capable of being easily counted, touched or seen. Ex. Nuts and bolts, brackets, wires, assemblies and individual products.

B. Process manufacturing is the production of goods by combining supplies, ingredients or raw substances Q using a formula or recipe. Ex. Food, beverages, refined oil, gasoline, pharmaceuticals, chemicals and plastics

C. Process manufacturing is the production of goods by combining supplies, ingredients or raw substances using a formula or recipe. Ex. Nuts and bolts, brackets, wires, assemblies and individual products.

D. Process manufacturing is an industry term for the manufacturing of finished products that are distinct items Q capable of being easily counted, touched or seen. Ex. Food, beverages, refined oil, gasoline, pharmaceuticals, chemicals and plastics

Answer: B

NO.2 Define the stage: A customer interaction is captured and scored, creating a lead. Market retargets the customer to remind him/her of the offer with the goal of handling the lead to sales, potential is qualified and lead is converted to opportunity.

A. Lead-to-Opportunity

B. Contact-to-lead

C. Opportunity-to-Quote/Cart

D. Quote-to-Order

Answer: A

NO.3 What are examples of no touch customer experiences?

A. email

B. push notification

C. call

D. chatbot

Answer: B,D

NO.4 What types of scores does SAP Marketing Cloud provide to enrich customer and consumer profiles?

A. Ranking Scores

B. Benchmark Scores

C. Heuristic Scores

D. Predictive Scores

Answer: C,D

NO.5 What is X + O Data?

A. Expert + Observation

B. Expert + Operational

C. Experience + Observation

D. Experience + Operational

Answer: D

NO.6 What is a logical step that can be taken, if SAP Marketing Cloud generates a campaign that did not get a response from the customer?

- A.** SAP Marketing Cloud should automatically discard the contact
- B.** SAP Marketing Cloud can retarget customers and remind them of new offers
- C.** SAP Marketing Cloud can generate automatic calls to remind them of the offer
- D.** SAP Marketing Cloud can archive the customer and mark them for deletion

Answer: B

NO.7 What does it mean to have an active deal?

- A.** Having a contact with or without a lead
- B.** Having an active Opportunity
- C.** Having an already closed deal
- D.** Having an order that is being shipped

Answer: B

NO.8 What are SAP Commerce Cloud Accelerators?

- A.** They are tips based on SAP Leonardo machine learning that suggest products to your customers based on their purchasing patterns, accelerating your sales
- B.** They are standard processes created by SAP that you can choose to follow to accelerate sales
- C.** They are ready to use Commerce solutions to kick start implementations and are tailored for specific industries and business models
- D.** They are containers that allow for developers to easily customize SAP Commerce Cloud based on an increasing customer demand for novelty and quick solutions

Answer: C

NO.9 True or False: Lead scoring uses the machine learning model trained on past sales data to predict the probability of a deal. Lead scoring prioritizes leads based on the propensity to win.

- A.** False
- B.** True

Answer: B