

# C\_C4H630\_21<sup>Q&As</sup>

SAP Certified Development Associate - SAP Customer Data Platform

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#### QUESTION 1

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

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#### QUESTION 2

Why does SAP Customer Data Platform provide two views of the customer?

- A. To provide the right profile for every customer experience use-case
- B. To provide customer activities in one view and profile data in another
- C. To provide one unified customer profile with two different processing purposes
- D. To provide one profile for marketing and another for personalization

Correct Answer: D

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#### QUESTION 3

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

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#### QUESTION 4

What are some valid use cases for audience activation? Note: There are 3 correct answers to this question.

- A. Import customer contacts from CRM systems.
- B. Run targeted email campaigns based on customer activities and preferences.
- C. Update customer loyalty level in a loyalty system.
- D. Merge incoming customer data from ERP backend.
- E. Run marketing campaigns on social media platforms.

Correct Answer: BCE

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#### QUESTION 5

Which of the following are event configuration steps in a source application? Note: There are 2 correct answers to this question.

- A. Mappings
- B. Model
- C. API connection
- D. Authentication

Correct Answer: AC

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#### QUESTION 6

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

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#### QUESTION 7

Which metadata fields are supported by the event model? Note: There are 2 correct answers to this question.

- A. Signature Verifier
- B. Deduplication Identifier

C. System Source

D. Timestamp

Correct Answer: BD

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#### QUESTION 8

Which of the following are steps in a CX flow? Note: There are 3 correct answers to this question.

A. Flow control

B. Decision

C. Trigger

D. Condition

E. Connector

Correct Answer: ABC

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#### QUESTION 9

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

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#### QUESTION 10

What are the three core pillars of SAP Customer Data Platform? Note: There are 3 correct answers to this question.

A. Unify

B. Activate

C. Optimize

D. Modulate

E. Respect

Correct Answer: ABC

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#### QUESTION 11

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.

Correct Answer: ACD

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#### QUESTION 12

You want to provide user access to the SAP Customer Data Platform console using the administration features in the console. How can you do this? Note: There are 2 correct answers to this question.

- A. By calling a REST API
- B. By supplying the correct OIDC Provider configuration
- C. By providing the correct Universe SAML Login configuration
- D. By using the Admin Users functionality

Correct Answer: CD

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#### QUESTION 13

You are importing birthday data into SAP Customer Data Platform. What kind of pre- processing can you apply to the birthday attribute? Note: There are 2 correct answers to this question.

- A. Optimization
- B. Verification
- C. Validation
- D. Normalization

Correct Answer: CD

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#### QUESTION 14

How can data be ingested into SAP Customer Data Platform? Note: There are 2 correct answers to this question.

- A. Using the source application
- B. Using the Ingestion API
- C. Uploading a CSV/JSON file in the console
- D. Entering data manually in the console

Correct Answer: AB

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#### QUESTION 15

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

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