SAP

C_C4HCX_04 Exam

Certified Application Associate - Solution Architect for CX

Questions & Answers
Demo

Version: 4.0

Question: 1

Which types of consent can be configured in Consent Management? Note: There are 3 correct answers to this question.

A. Other consent management
B. Privacy policy
C. Terms of service
D. Cookies
E. Push notification

Answer: A B C

Question: 2

What functions can you perform with IdentitySync? Note: There are 3 correct answers to this question.

A. Transfer users from one CDC site to another.
B. Take all the permission-based social and profile identity information stored in SAP Customer Data Cloud and channel it into another platform.
C. Send a welcome e-mail to new customers.
D. Get up-to-date data from a third-party platform and update or create CDC user profiles.
E. Connect in a relational database and execute SQL statements.

Answer: A B D

Question: 3

You want to implement a global data privacy policy using SAP Enterprise Consent and Preference Management. What will this enable you to manage? Note: There are 2 correct answers to this question.

A. Customer orders
B. Customer consent
C. Data loads
D. Preference settings

Answer: B D

Question: 4

Which of the following are key features of SAP Customer Identity and Access Management (SAP CIAM) for B2C solutions? Note: There are 2 correct answers to this question.

A. Access management
B. Organizational management
C. Identity management
D. Delegated administration

Answer: A C

Question: 5

Which of the following best describes Tactics in SAP Emarsys Customer Engagement?

A. Tactics are pre-built automation programs to achieve a specific goal.
B. Tactics are program execution results.
C. Tactics are KPIs available in Smart Insight dashboards.
D. Tactics are spend management marketing plans.

Answer: A