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Vendor: SAP

Code: C_BCSCX_2502

**Exam: SAP Certified Associate - Positioning SAP Business Suite via SAP Customer
Experience Solutions**

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QUESTIONS & ANSWERS

DEMO VERSION

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DEMO VERSION
(LIMITED CONTENT)

Version: 4.0

Question: 1

Which of the following are solution capabilities of SAP Emarsys? Note: There are 3 correct answers to this question.

- A. Processing Leads and Opportunities
- B. Web Page Creation and Generation
- C. Automation Programs
- D. Smart Analytics
- E. Advanced Segmentation

Answer: C D E

Question: 2

What are some of the actions you can perform using SAP Emarsys? Note: There are 2 correct answers to this question.

- A. Generate product recommendations
- B. Deliver personalized content
- C. Create quotation versions
- D. Route sales orders

Answer: A B

Question: 3

Your customer is looking for a solution that can be used on a mobile device to execute a guided selling process. Which SAP Customer Experience solution would you recommend?

- A. SAP Commerce Cloud

- B. SAP Emarsys
- C. SAP Sales Cloud
- D. SAP Customer Data Platform

Answer: C

Question: 4

How does SAP Service Cloud version 2 help organizations achieve their customer experience targets?

- A. By executing marketing campaigns for product service
- B. By focusing on back-end service operations
- C. By providing a dedicated self-service experience as a forecast
- D. By connecting and delivering data from the value chain and process flow

Answer: D

Question: 5

What are the challenges faced by a Chief Revenue Officer (CRO) persona? Note: There are 3 correct answers to this question.

- A. Absence of agile technology development
- B. Organization design
- C. Cross-functional alignment
- D. Talent development
- E. Data privacy and management

Answer: B C D



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