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Exam : **C-HYMC-1802**

Title : SAP Certified Technology
Associate - SAP Marketing
Cloud 1802 Implementation

Vendor : SAP

Version : DEMO

NO.1 What should you consider during data load? (2)

- A. During synchronous upload of entities, parallel upload of entities is allowed
- B. Transactional data object types are uploaded before master data object type
- C. During synchronous processing no data is uploaded if an error occurs during upload
- D. Microsoft Excel formats the timestamp incorrectly when opening the file

Answer: C,D

NO.2 What can you do with SAP Analytics Cloud and the embedded analytics in SAP Marketing Cloud?

- A. You can integrate SAP Marketing Cloud with SAP Analytics Cloud using pre-built integration flows
- B. You can create your own query using the Design Studio application in SAP Marketing Cloud
- C. You can integrate SAP Marketing Cloud with SAP Analytics Cloud using System Landscape Transformation
- D. You can create your own query using the Custom Analytical Queries application

Answer: D

NO.3 A marketer creates a campaign with spend items in SAP Marketing Cloud. Which components are created in SAP ERP when this campaign is released? (2)

- A. A project
- B. A budget plan
- C. An internal order
- D. A work breakdown structure (WBS) element

Answer: A,D

NO.4 Which apps would you use to assign a custom view in segmentation and move to production?

- A. Add Custom View, Marketing Extensibility, Export Software Collection
- B. Import Data, Marketing Extensibility Status, Export Software Collection
- C. Import Data, Marketing Extensibility, Export Software Collection
- D. Add Custom View, Marketing Extensibility Status, Export Software Collection

Answer: A

NO.5 You are loading contact data with different types of business relationships for your company. Which system flags stores the business relationships (B2B or B2C) of those contacts? (2)

- A. IsConsumer
- B. SAPERPAccountId
- C. IsContact
- D. SourceObjectType

Answer: A,C

NO.6 What are the characteristics of rule sets in rule based scores? (2)

- A. They contain model fits within one score
- B. They contain several scores
- C. They contain several rules

D. They contain different target populations within one score

Answer: C,D

NO.7 What is the technology basis for analytics in SAP Marketing Cloud?

A. Calculation views in SAP HANA

B. SQL stored procedures in SAP HANA

C. InfoCubes in SAP BW

D. Core Data Services (CDS) views in SAP HANA

Answer: D

NO.8 According to the SAP Best Practices, what should you consider when deciding the data sources for your SAP Marketing Solution? (3)

A. Defining Budget Plans

B. Defining Interaction Types

C. Defining Origins

D. Automatic/Manual Integration of data

E. Defining Campaign Templates

Answer: B,C,D