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# **SAP C\_C4H63\_2411**

**SAP Certified Associate - Implementation Consultant - SAP  
Customer Data Platform**



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# Latest Version: 7.1

## Subjects

1. Implementing B2B
2. Managing Clean Core
3. SAP Customer Data Platform
4. Insights
5. APIs
6. Data Ingestion
7. Identity Resolution
8. Data Privacy
9. Data Activation

**Topic: 1**  
**Implementing B2B**

### Question: 1

How can you implement a B2B data model with SAP Customer Data Platform?

- A. By using a dedicated activity schema
- B. By using profiles
- C. By using groups and relationships
- D. By using segments

**Answer: C**

**Implementing B2B**

### Question: 2

On which level of a B2B data model should a role (for example, Sales Manager or CEO) of a B2B customer be stored?

- A. Customer Profile
- B. Relationship
- C. Group
- D. Segment

**Answer: B**

**Implementing B2B**

### Question: 3

The customer schema of a group includes two predefined attributes that can be used for B2B scenarios. Which of the following attributes are the two predefined ones?

Note: There are 2 correct answers to this question.

- A. BusinessName
- B. Accountid
- C. BusinessId
- D. AccountName

**Answer: B, D**

#### Implementing B2B

### Question: 4

You need to implement a B2B scenario for regions, organizations, and roles. What is the SAP recommended best practice?

- A. Implement region and organization as groups, and roles as activity.
- B. Create region and organization as entities, and roles as relationship.
- C. Implement region and organization as groups, and roles as relationship.
- D. Implement region and organization as segments, and roles as relationship.

**Answer: C**

#### Topic: 2

#### Managing Clean Core

### Question: 5

What are some SAP recommended guiding principles to achieve clean core operations?

Note: There are 3 correct answers to this question.

- A. Integrate clean core practices in the end-to-end value process chain.
- B. Establish release management.
- C. Establish an organizational structure, technical foundation, and transformation methodology for clean core.
- D. Establish regular housekeeping tasks and procedures.
- E. Define roles and responsibilities as part of a process transformation office.

**Answer: B, C, E**

#### Managing Clean Core

### Question: 6

You are a consultant on an SAP S/4HANA Cloud greenfield project. As part of their clean core journey, the customer must analyze the current IT landscape to eliminate redundant systems and establish an efficient architectural design.

Which of the following can you use to do the analysis?

- A. SAP Cloud ALM
- B. Lean IX
- C. SAP Best Practices
- D. SAP Solution Manager

**Answer: C**

#### Managing Clean Core

### Question: 7

You are a consultant on an SAP S/4HANA Cloud greenfield project.

Which of the following aspects should you focus on to achieve and maintain clean core data quality?

Note: There are 2 correct answers to this question.

- A. Efficiency
- B. Stability
- C. Accuracy
- D. Timeliness

**Answer: A, B**

#### Managing Clean Core

### Question: 8

Which of the following API types does SAP recommend to use to achieve clean core integrations? Note: There are 2 correct answers to this question.

- A. SOAP
- B. RFC
- C. OData
- D. IDoc

**Answer: A, C**

**Topic: 3**

## SAP Customer Data Platform

### Question: 9

What are some valid concerns that can be solved by a customer data platform (CDP) solution? Note: There are 2 correct answers to this question.

- A. Inability to manage data volume
- B. Inability to directly engage with customers and capture information about customers' interactions
- C. Too many data silos
- D. Missing enterprise consent and preference management system

**Answer: A, C**

## SAP Customer Data Platform

### Question: 10

Which of the following statements describe the relationship between workspaces, tenants, and business units? Note: There are 2 correct answers to this question.

- A. A tenant can contain multiple workspaces.
- B. A workspace can contain multiple tenants.
- C. A business unit can contain multiple workspaces.
- D. A workspace can contain multiple business units.

**Answer: A, D**

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