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QUESTION 1

Which of the following are market categories (pillars) supported by SAP BTP? Note: There are 3 correct answers to this question.

A. Business networks

B. Analytics

C. Database and data management

D. Intelligent suite

E. Application development and integration

Correct Answer: BCE

QUESTION 2

Which of the following business events can be triggered from SAP Marketing Cloud? Note: There are 3 correct answers to this question.

A. Offers

B. Marketing permissions

C. Recommendations

D. Campaigns

E. Interactions

Correct Answer: BDE

QUESTION 3

You are executing the source-to-pay end-to-end process. What are the critical areas you always need to evaluate? Note: There are 2 correct answers to this question.

A. End-to-end customer experience

B. Intelligent procurement

C. Workforce engagement

D. Sourcing process

Correct Answer: BC

QUESTION 4

How can SAP Marketing Cloud help customers drive their business? Note: There are 3 correct answers to this question.

A. It provides end-to-end marketing processes to engage customers, drive conversions, and react to the market.

B. It builds customer profiles to gain insights into real-time intentions, and motivations along the customer journey.

C. It allows customers to connect, analyze, and take action on all their data in one marketing dashboard to increase ROI.

D. It enables planning and execution of personalized campaigns through various channels like e- mail, SMS, or m

Correct Answer: ABD

QUESTION 5

You want to create a new data model in SAP Marketing Cloud. How can you do this?

A. Create an SAP HANA local table and import into the system.

B. Create an XML file and import as an XML table.

C. Create a custom business object.

D. Create an SAP HANA Cloud table.

Correct Answer: A

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