

SAP EDUCATION

SAMPLE QUESTIONS: C_HYMC_1702

SAP Certified Technology Associate - SAP Hybris Marketing Cloud (1702) Implementation

Disclaimer: These sample questions are for self-evaluation purposes only and do not appear on the actual certification exams. Answering the sample questions correctly is no guarantee that you will pass the certification exam. The certification exam covers a much broader spectrum of topics, so do make sure you have familiarized yourself with all topics listed in the exam competency areas before taking the certification exam.

Questions

1. What are the steps required to enable comparison of planned budget and actual spend on a media type level?

Note: There are 2 correct answers to this question.

a)	☐	Select a media type within the campaign.
b)	☐	Associate spend type with media type.
c)	☐	Assign icons to media types.
d)	☐	Plan budget by media type.

2. What application can a marketer use to see an overview of campaigns and their total planned spend for a 3-month period?

Please choose the correct answer.

a)	☐	My Marketing Budget
b)	☐	Marketing Calendar
c)	☐	My Market Spend - Details
d)	☐	Programs

3. You are loading product data from two different source systems into SAP Hybris Marketing Cloud. For every product you need to define the source it came from.

Where can you define the available sources for products?

Please choose the correct answer.

a)	☐	Use the Origins of Product ID configuration in Manage Your Solution.
b)	☐	Upload the product origins within the Import Data application.
c)	☐	Import the origins by using the OData interface.
d)	☐	Use the Import Software Collection application.

4. What is the goal of Offer Recommendation?

Please choose the correct answer.

a)	☐	To identify the best of all available offers based on a customer's buying pattern
b)	☐	Create and maintain offers based on a customer's buying pattern
c)	☐	Display offers in sales channels based on a customer's buying pattern
d)	☐	To identify recipients outside a selected target group

5. Your customer wants to load event visits into the SAP Hybris Marketing Cloud.

In what entity object should you store this data?

Please choose the correct answer.

a)	☐	Interaction
b)	☐	Interaction Contact
c)	☐	Interaction Interest
d)	☐	Interaction Product

6. Your customer wants to segment consumers based on a predictive key performance indicator (KPI) indicating the buying propensity for a specific product. Therefore you are creating a Predictive Model in the Predictive Studio.

What object can you assign as a Training Set to the Predictive Model?

Please choose the correct answer.

a)	☐	Target Group
b)	☐	Segmentation Model
c)	☐	Interaction Type
d)	☐	Segmentation Profile

7. What is a pre-requisite for creating a new lead stage?

Please choose the correct answer.

a)	☐	Segmentation building block has been defined.
b)	☐	Lead scores have been defined.
c)	☐	Segmentation attributes have been created.
d)	☐	Lead has been replicated from SAP Hybris Cloud for Customer.

Solutions

1 a) Correct	2 a) Incorrect	3 a) Correct	4 a) Correct	5 a) Correct
1 b) Incorrect	2 b) Correct	3 b) Incorrect	4 b) Incorrect	5 b) Incorrect
1 c) Incorrect	2 c) Incorrect	3 c) Incorrect	4 c) Incorrect	5 c) Incorrect
1 d) Correct	2 d) Incorrect	3 d) Incorrect	4 d) Incorrect	5 d) Incorrect
6 a) Correct	7 a) Correct			
6 b) Incorrect	7 b) Incorrect			
6 c) Incorrect	7 c) Incorrect			
6 d) Incorrect	7 d) Incorrect			

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