

SAP EDUCATION

PREP GUIDE: P_CRMMKT_70

SAP Certified Application Professional – Marketing with SAP – [print view](#)

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.

Introduction

Advanced Professional certifications require proven project experience, business process knowledge, and a more detailed understanding of SAP solutions. Professional certifications are targeting profiles with approximately four to seven years of experience. Besides the recommended education courses also practical job experience is required and tested. With professional-level certification, you can:

- Demonstrate both your experience and your expertise through a rigorous testing process
- Promote a more globally applicable accreditation
- Lead as well as execute tasks and engagements
- Access a community of SAP professional-level certified peers

If you are a consultant with more than four years of experience, you probably are already in possession of the knowledge you need to pass the exam. This certification preparation guide is designed to provide some guidance to the topics covered in the exam, sample questions, and study resources.

Exam Competency Areas

The certification test for "SAP Certified Application Professional – Marketing with SAP CRM 7.0" verifies profound knowledge in the area of Marketing of SAP Customer Relationship Management version 7.0. This certificate proves that the candidate has an advanced understanding within this profile and is able to apply these skills practically and provide guidance in project implementation.

Software components: SAP CRM 7.0

Number of Questions: 80

Duration: 180 minutes

Competency Areas: The following list helps you to identify the competency areas covered in this test. The percentage indicates the portion of the test dedicated to a particular competency area.

1. You should be able to interpret complex customer requirements into feasible solutions, applying your substantial project experience and high level analytical skills, in the following areas (40%).

Topics / Learning Options:

- **Marketing Planner (CR600)**
In this topic you should be familiar with the tool Marketing Planner and the functionalities to set up marketing elements within CRM 7.0.

- **Discounts (CR600)**
Expect questions dealing with Discounts used in marketing elements within CRM 7.0.
- **Marketing Calendar (CR700)**
You should know how to work with the Marketing Calendar and to use the configuration settings adapting the business needs in the calendar within CRM 7.0.
- **Campaign Execution (CR600)**
For this section you should know the latest functionalities of Campaign Execution based on different communication mediums within CRM 7.0.
- **Profile Sets, Profiles (CR600)**
Expect questions on the usage of Profiles and Profile Sets to model target groups within CRM 7.0.
- **Segmentation Basis, Target Groups (CR600)**
In this topic, expect questions about standard functionalities in modeling a Segmentation Basis and their usage in Target Groups within CRM 7.0.
- **Attributes, Attribute Sets, Attribute Lists (CR600)**
This part includes questions about the creation of selection objects being reused in the modeling process within CRM 7.0.
- **Graphic Modeling (CR600)**
This part includes questions about the process to model a target group within the Graphic Modeler.
- **Actions (CR600)**
You should be familiar with Actions used in marketing elements within CRM 7.0.
- **Partner Functions (CR600)**
In this topic, expect questions about implementing and optimizing Partner Functions within marketing scenarios.
- **Authorizations (CR600)**
For this section, expect questions about the Authorizations, e.g. Authorization Groups, within marketing scenarios.
- **SAP ECC (CR600)**
This part includes the integration of ERP within marketing scenarios. E.g. transfer of marketing elements into ERP.
- **SAP NetWeaver BI (CR600)**
This part includes questions about integration and optimization of BI in marketing scenarios. E.g.: Usage of APD.

2. You should be able to autonomously build solid customer solutions based on profound understanding of the application and your project experience in the following areas (40%).

Topics / Learning Options:

- **Special Features and Functions (CR600)**
This is one major topic for this exam. You should be familiar with different features within the marketing application as Campaign Automation, the CRM Survey Suite, Bounce Management, Loyalty Management, Campaign Response Recording, Marketing Journal and Couponing.
- **Components (CR600)**
This is another major topic for this exam. In this area profound knowledge regarding External List Management, Lead management, Product Proposals and Personalized Mail Forms is required.
- **Marketing Analytics (CR600, CR900)**
This part is dealing with the topics Key Figure Planning and other analytic topics being relevant for marketing scenarios.

3. You should be able to perform identified tasks in the following areas, based on your basic understanding during system implementation, configuration and testing (20%).

Topics / Learning Options:

- **CRM Middleware (CR500)**
For this topic you should be familiar with general settings for the data exchange, initial load of customer master data from ERP, external interfaces and settings for Bdoc error handling.
- **CRM Business Scenarios (CR900, CR600, CR410)**
This includes a basic understanding of the following topics: CRM Analytics, Sales, Service and Interaction Center.
- **Extended Topics (SOA100, SM001, NW001, SAPNW)**
This topic combines questions on the delivery of Enterprise Services (ES) bundles, Solution Manager and NetWeaver Master Data Management scenarios.

Sample Questions

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1. Some business partners are not replicated from SAP CRM to SAP ERP.

Which setting would you check?

Please choose the correct answer.

- a) The business partner master data has a relevant role like "Sold-To Party" and a classification like "Customer".
- b) The CRM site in the administration console has the subscription "All Business Partners".
- c) The business partner master data has the correct account group for R/3 Integration.
- d) The middleware parameter "DISTRIBUTE_BUSINESS_PARTNERS" is activated.

2. Your customer wants to analyze expenses that occur with executed campaigns.

Which mandatory requirements do you discuss with your customer?

Note: There are 2 correct answers to this question.

- a) cProjects implementation in SAP ERP
- b) Project System (PS) set up in SAP ERP
- c) Maintenance of a numbering logic in SAP CRM for Marketing Projects
- d) Profitability analysis activation in SAP CRM

3. A marketing employee wants to create a call list for campaign participants who did not respond to an e-mail campaign.

What do you recommend?

Please choose the correct answer.

- a) Create a campaign and remove all campaign participants who responded

based on the results from E-mail Response Management System.

- b) Create a process using Campaign Automation with the e-mail campaign and define a rule to remove all campaign participants who responded.
- c) Create a campaign and execute an action to remove all campaign participants who responded.
- d) Create a process using Campaign Automation with an optimization element to remove all campaign participants who responded.

4. How do you enable campaign determination in SAP ERP sales orders using campaigns from SAP CRM?

Note: There are 2 correct answers to this question.

- a) Maintain the campaign determination procedure in ERP.
- b) Download the campaign determination procedure from CRM to ERP.
- c) Maintain the condition records for campaign determination in ERP.
- d) Activate campaign determination in ERP.

5. A marketing employee wants to know in which campaign a specific target group is used.

Which application or tool do you use to provide this information?

Please choose the correct answer.

- a) Marketing Contact Summary
- b) Segments
- c) Segment Builder
- d) Graphic Modeler

6. A marketing employee receives a file from an agency and wants to upload the provided data into SAP CRM using External List Management.

Which objects can be created in SAP CRM?

Please choose the correct answer.

- a) Leads and Activities
- b) Attribute Lists
- c) Quotations or Sales orders
- d) Marketing projects from type Campaign

7. A marketing employee wants to make a survey available in leads.

What are minimum requirements?

Note: There are 3 correct answers to this question.

- a) Validity period of the survey has to be set correctly
- b) Survey of type lead is maintained and activated
- c) Survey is assigned to a transaction type and set to active
- d) Survey is assigned to a transaction type and set to visible
- e) Survey is assigned to a transaction type and set to mandatory

8. A marketing employee is creating a new process model in campaign automation.

Which combination of elements is permitted?

Please choose the correct answer.

- a) Start node >> Optimization >> Campaign Element >> Decision Rule
- b) Start node >> Campaign element >> Decision Rule >> Campaign element
- c) Start node >> Campaign Element >> Optimization element >> Decision rule
- d) Start node >> Campaign element >> Optimization element >> Connector Node

9. You want to use the SAP CRM Survey Suite in the sales process. To which business documents can you assign the surveys?

Note: There are 2 correct answers to this question.

- a) Sales quotations
- b) Leads
- c) Opportunities
- d) Sales orders

10. A marketing employee uses the SAP CRM marketing journal to get an overview about the marketing activities.

Which objects related to campaigns can she or he use?

Please choose the correct answer.

- a) Financial data such as planned costs.
- b) Logistical data such as stock level.
- c) Segment data such as segmentation basis.
- d) Service data such as service orders.

Expert Guidance

In preparing for this exam, it is important to remember that the exam covers a broad range of topics, and therefore it is not possible to ask many questions on any one topic. Certain topics, such as Integration of marketing elements with ERP and BI receive more emphasis than topics such as the execution of a campaign. Also, be advised that although this exam is focused on CRM Marketing, you will be asked questions regarding other CRM scenarios and functionalities like Sales, Service,

Middleware and Interaction Center. You should use the percentage guides from the Exam Competency Areas section above to guide the allocation of your preparation time.

As shown in the sample exam questions, a good understanding of various business scenarios is helpful when choosing the best answer from a list of possible approaches. For these types of questions where multiple answers are correct, it may be helpful to use a selection/elimination strategy. You can possibly eliminate answers that are factually wrong, while selecting answers that are clearly correct. This leaves fewer answers where you might not be sure, thus speeding up the selection process.

The majority of the questions in this exam are multiple choice questions, which require you to select the single correct option, whilst others are multiple response questions. In the multiple response questions, be sure to note the advice in the question on the number of correct responses. You must choose the number of options indicated as there is no partial scoring and multiple response questions are scored as either correct or incorrect.

While several answers may be very similar in their wording, take sufficient time to clearly understand the meaning of each answer rather than rushing. That will help in distinguishing which answer(s) is/are correct. Functionality questions are normally about the primary functions of the software, not obscure or secondary features and options. Especially in the area of integration ERP and BI within marketing scenarios sufficient practical knowledge is needed. Most of the questions in these areas are not discussed directly in the training material and require an understanding of integration multiple systems to execute closed loop scenarios in the area marketing.

If you are a consultant with more than four years of relevant CRM (Marketing) experience, you probably are already in possession of the knowledge you need to pass the exam. But keep in mind that this exam requires probably a broader knowledge than the CRM scenarios which you implemented in your projects. Don't expect many questions which you can read directly in the CRM course material, but use this material, especially the CR600, as a guide to get a complete overview of all the functionalities of CRM Marketing.

Next to that, be sure that your knowledge is up to date. CRM Marketing has many new features in CRM 7.0. Expect questions where they ask about upgrading or implementing new CRM 7.0 functionalities. Much information on this can be found in the Online Knowledge Products (see Resource Page).

Resource Page

SAP Service Marketplace Online Knowledge Products: <http://service.sap.com/okp> > CRM 7.0 > Marketing. Here you will find a great source of presentations (PDF), SAP Tutor (SIM) and eBooks (HTM/SWF) on CRM 7.0 Marketing.

SAP Help Portal: <http://help.sap.com> > SAP Business Suite > SAP Customer Relationship Mgmt. > SAP CRM 7.0

a. Release Notes

Overview of what features are new and changed in a release of SAP CRM.

b. Application Help

Detailed information intended for consultants and project team members about the business scenarios and functional possibilities of SAP CRM.

c. Online Knowledge Products

See Online Knowledge Products above.

Solutions

1 a) Correct	2 a) Incorrect	3 a) Incorrect	4 a) Correct	5 a) Correct
1 b) Incorrect	2 b) Correct	3 b) Correct	4 b) Incorrect	5 b) Incorrect
1 c) Incorrect	2 c) Correct	3 c) Incorrect	4 c) Incorrect	5 c) Incorrect
1 d) Incorrect	2 d) Incorrect	3 d) Incorrect	4 d) Correct	5 d) Incorrect
6 a) Correct	7 a) Correct	8 a) Incorrect	9 a) Incorrect	10 a) Correct

6 b) Incorrect	7 b) Correct	8 b) Correct	9 b) Incorrect	10 b) Incorrect
6 c) Incorrect	7 c) Correct	8 c) Incorrect	9 c) Correct	10 c) Incorrect
6 d) Incorrect	7 d) Incorrect	8 d) Incorrect	9 d) Incorrect	10 d) Incorrect
	7 e) Incorrect			