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Q&A

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Exam : **C_BCSCX_2502**

Title : SAP Certified Associate -
Positioning SAP Business
Suite via SAP Customer
Experience Solutions

Version : DEMO

1.Which of the following are solution capabilities of SAP Emarsys? Note: There are 3 correct answers to this question.

- A. Processing Leads and Opportunities
- B. Web Page Creation and Generation
- C. Automation Programs
- D. Smart Analytics
- E. Advanced Segmentation

Answer: C D E

Explanation:

Here are the correct SAP Emarsys solution capabilities according to learning.sap.com:

- C. Automation Programs

SAP Emarsys provides “Automation Programs for managing and running ready-to-use personalized campaigns...using integrated channels...”

- D. Smart Analytics

It offers “Smart Analytics that determine and monitor the effectiveness of marketing campaigns...measure business results and customer value...”

- E. Advanced Segmentation

Supported as “Advanced Segmentation for better targeting...using different data sources when creating segments...”

The other options—A. Processing Leads and Opportunities and

B. Web Page Creation and Generation—are not

listed as core Emarsys capabilities on the site.

2.What are some of the actions you can perform using SAP Emarsys? Note: There are 2 correct answers to this question.

- A. Generate product recommendations
- B. Deliver personalized content
- C. Create quotation versions
- D. Route sales orders

Answer: A B

Explanation:

The two correct actions you can perform using SAP Emarsys, as confirmed by learning.sap.com, are:

- A. Generate product recommendations

AI-powered Product Recommendations are used in both web and email campaigns to create 1-to-1 personalized experiences.

- B. Deliver personalized content

Emarsys supports delivering truly personalized content through advanced personalization features and channels. learning.sap.com

The other options—C. Create quotation versions and D. Route sales orders—are sales operation tasks, not Emarsys marketing platform actions.

3.Your customer is looking for a solution that can be used on a mobile device to execute a guided selling process.

Which SAP Customer Experience solution would you recommend?

- A. SAP Commerce Cloud
- B. SAP Emarsys
- C. SAP Sales Cloud
- D. SAP Customer Data Platform

Answer: C

Explanation:

The best recommendation, according to learning.sap.com, is:

C. SAP Sales Cloud

SAP Sales Cloud offers a guided selling process accessible via mobile devices, complete with playbooks, dynamic guided selling capabilities, and a native mobile app for iOS and Android that supports field usage and opportunity progression.

The other options aren't suitable:

- SAP Commerce Cloud (A) is focused on e-commerce experiences, not mobile-guided selling.
- SAP Emarsys (B) is a marketing engagement platform.
- SAP Customer Data Platform (D) serves data unification and segmentation, not guided selling.

♦ **Answer C. SAP Sales Cloud**

4.How does SAP Service Cloud version 2 help organizations achieve their customer experience targets?

- A. By executing marketing campaigns for product service
- B. By focusing on back-end service operations
- C. By providing a dedicated self-service experience as a forecast
- D. By connecting and delivering data from the value chain and process flow

Answer: D

Explanation:

The correct answer from learning.sap.com for how SAP Service Cloud version 2 helps organizations achieve their customer experience targets is:

D. By connecting and delivering data from the value chain and process flow — SAP Service Cloud v2 integrates seamlessly with systems like S/4HANA, Field Service, and ERP. It orchestrates data across the value chain and delivers consistent process flow—enhancing service continuity and end-to-end visibility.

5.What are the challenges faced by a Chief Revenue Officer (CRO) persona? Note: There are 3 correct answers to this question.

- A. Absence of agile technology development
- B. Organization design
- C. Cross-functional alignment
- D. Talent development
- E. Data privacy and management

Answer: B C D

Explanation:

Based on learning.sap.com, the key challenges faced by the Chief Revenue Officer (CRO) persona include:

- B. Organization design

CROs must "operate at scale as new business models develop, customer touchpoints skyrocket, and

brands expand"—this requires robust organizational design to support evolving revenue strategies.

- C. Cross-functional alignment

Successful CROs need to achieve "seamless collaboration across the entire organization—from FP&A to marketing to IT," breaking down silos for real-time insights and coordinated execution.

- D. Talent development

The evolving role of CROs includes hiring and retaining talent, as highlighted by internal barriers such as "hiring and retaining talent" being a critical challenge SAP Learning.

✗ Incorrect options

- A. Absence of agile technology development – This isn't specifically mentioned as a CRO challenge.
- E. Data privacy and management – The focus is on consolidating complex data and silos, rather than privacy management.

C Final Answers: B, C, and D