

# SAP

## C\_C4HCX\_04 Exam

### Certified Application Associate - Solution Architect for CX



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# Version: 4.0

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## Question: 1

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Which types of consent can be configured in Consent Management? Note: There are 3 correct answers to this question.

- A. Other consent management
- B. Privacy policy
- C. Terms of service
- D. Cookies
- E. Push notification

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**Answer: A B C**

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## Question: 2

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What functions can you perform with IdentitySync? Note: There are 3 correct answers to this question.

- A. Transfer users from one CDC site to another.
- B. Take all the permission-based social and profile identity information stored in SAP Customer Data Cloud and channel it into another platform.
- C. Send a welcome e-mail to new customers.
- D. Get up-to-date data from a third-party platform and update or create CDC user profiles.
- E. Connect in a relational database and execute SQL statements.

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**Answer: A B D**

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## Question: 3

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You want to implement a global data privacy policy using SAP Enterprise Consent and Preference Management. What will this enable you to manage? Note: There are 2 correct answers to this question.

- A. Customer orders
- B. Customer consent
- C. Data loads
- D. Preference settings

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**Answer: B D**

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**Question: 4**

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Which of the following are key features of SAP Customer Identity and Access Management (SAP CIAM) for B2C solutions? Note: There are 2 correct answers to this question.

- A. Access management
- B. Organizational management
- C. Identity management
- D. Delegated administration

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**Answer: A C**

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**Question: 5**

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Which of the following best describes Tactics in SAP Emarsys Customer Engagement?

- A. Tactics are pre-built automation programs to achieve a specific goal.
- B. Tactics are program execution results.
- C. Tactics are KPIs available in Smart Insight dashboards.
- D. Tactics are spend management marketing plans.

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**Answer: A**

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