SAP EDUCATION

PREP GUIDE: P_CRMSLS_70

SAP Certified Application Professional – Sales with SAP CRM – 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 as to the topics covered in the exam, sample questions, and study resources.

Exam Competency Areas

The certification test for "SAP Certified Application Professional – CRM 7.0 Sales" verifies profound knowledge in the area of Sales 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. substantial project experience and high level analytical skills, in the following areas (40%).

Topics / Learning Options:

- **Activity Management CRM Sales (CR300)**
  Expect questions in this topic that are related to activity journals and Microsoft Outlook integration.
- **Opportunity Management (CR300)**
  In this topic, questions are found on pipeline performance management, sales methodology, buying centers and competitor products.

- **Sales Documents (CR300)**
  This is one of the main areas for certification. For this you should know (ERP) quotation, order and contract management. Prepare quotation determination and conversion to orders. Understand the difference between CRM and ERP billing, ERP integration, actions in contracts and when to use sales agreements and contracts.
- **Master data (CR090, CR100)**
  Here you can expect questions on account management, like business partner number ranges, business partner replication from CRM to ERP, account life cycle, business partner hierarchy and account classification. Expect questions about the transfer of organizational data from ERP to CRM, product configuration, product categories and hierarchies.
- **CRM User Interface (CR580)**
  This topic focuses on the business role concept and the Application Enhancement Tool.

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

Topics / Learning Options:

- **Integration with other systems (ERP, BI, Groupware) (CR090)**
  This includes creation of ERP sales documents, order replication, master data replication and groupware integration.
- **Sales Document Configuration (CR300, CR580)**
  This is a major topic for this exam. You should be familiar with partner functions in transactions, partner determination procedures, address changes in sales documents, organizational data determination, pricing, copy control, text determination, status management and user interface configuration.
- **Territory Management (CR300)**
  In this topic, questions are posed on the rule builder, determination of person responsible and territory setup.
- **Billing (CR300)**
  Questions in this topic area are about billing units, Billing Engine Framework, CRM vs. ERP billing and SMART Forms.
- **Special Features (CR300)**
  For this topic area prepare credit management, listing / PPR, availability check, free goods, sales bundles and product substitution.

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, CR700, CR410)**
  This includes a basic understanding of the following topics: CRM Analytics, Marketing, Service and Interaction Center. For marketing you need to know the structuring of marketing elements, data sources for segmentation and campaign analysis.
- **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. Your customer has already implemented different sales scenarios within SAP CRM. Additionally, they want to combine both sales-related and service-related items into one document.

How do you set this up in customizing?

Please choose the correct answer.

a)	Use the leading transaction category "Service Process" and assign the transaction category "Sales" to the respective transaction type.
b)	Use the leading transaction category "Mixed document" and assign both transaction categories "Sales" and "Service Process" to the respective transaction type.
c)	Use the leading transaction category "Sales" and assign the transaction category "Service Process" to the respective transaction type.
d)	Use the leading transaction category "Sales" and, in item category determination, assign an item category of item object type "CRM Service product item" to the respective transaction type.

4. Your customer wants to ensure that only specific out of all partner functions can be used when partners are manually added in a sales transaction.

What do you use to enable that?

Please choose the correct answer.

a)	Defined partner functions in "Partner Functions in Procedure" in the partner determination procedure
b)	"Permitted Functions" in the partner determination procedure
c)	"User Interface Settings" in the partner determination procedure
d)	The "Block" setting in the partner functions

5. How can organizational data for transaction types be determined if created by channel partners?

Please choose the correct answer.

a)	Automatically
b)	Manually
c)	By Rule definition
d)	By Partner function

6. Your customer has a pricing scenario in which a surcharge in the pricing procedure should be 5 % of the net-value up to a maximum of 50 $.

Which techniques help realize this requirement?

Note: There are 3 correct answers to this question.

a)	Condition exclusion
b)	Requirements
c)	Condition value formulas
d)	Scale type
e)	Access sequence

7. Your customer is using the SAP ERP billing functionality for SAP CRM sales processes. During testing, the sales processes do not appear in the SAP ERP billing due list although goods issue has been posted.

What reason do you identify?

Please choose the correct answer.

a)	The billing relevance is set to "Delivery-Related Billing" in the item category of the sales transaction.
b)	A billing block is set for the item category of the sales transaction.

c) No billing unit is defined and assigned to a sales organization.

d) The bill-to-party is not determined in the SAP CRM sales transaction.

8. You need to ensure mandatory maintenance of the number of samples for pre-filled products within the activity processing.

Which settings are required?

Note: There are 2 correct answers to this question.

a) Maintain incompleteness procedure for business transactions.

b) Use a transaction type "activity journals".

c) Maintain default products in the activity journal template type.

d) Use a transaction type that contains the item categories ACT, ACT0, and ACT1.

9. The customer requires that the sales tasks and activities can be planned and evaluated in opportunity management.

What do you activate to implement this business process?

Please choose the correct answer.

a) Components of the sales methodology

b) Classification criteria of the sales history

c) Hierarchies of sales activities

d) Categories of sales activities

10. How can you integrate existing SAP ERP sales contracts with sales processes in SAP CRM?

Note: There are 2 correct answers to this question.

a) Maintain existing sales contracts in ERP only and create release orders in either CRM or ERP.

b) Maintain existing sales contracts in CRM after download from ERP and create release orders in ERP only.

c) Maintain existing sales contracts in either ERP or after download in CRM and create release orders in ERP only.

d) Maintain existing sales contracts and create release orders in ERP via CRM Web UI directly.

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 the sales documents and ERP integration receive more emphasis than topics such as the pricing or billing. Some subjects are hardly touched like Web Channel, Interaction Center and Mobile Sales.

Also, be advised that although this exam is focused on CRM Sales, you will be asked some overview questions regarding CRM Analytics, Marketing, Service, MDM and Solution Manager. 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 or are not best practice, while selecting answers that are clearly correct. This leaves fewer answers where you might not be sure, thus speeding up the selection process.

For questions that are based on product functionality rather than a business scenario, the answers are usually found in the course material listed for that area in the Exam Competency Areas section above. 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.

You can also prepare the exam by searching help.sap.com for the Exam Competency Areas mentioned above. Read the documentation regarding purpose, restrictions and steps to set this up. Also check the new functionality in the CRM 7.0 release. There are some changes like ERP quotations, orders and contracts in the CRM Web UI that were not available in previous releases.

The majority of the questions in this exam are multiple choice questions. Some of these require you to select the single correct option whilst others are multiple response questions. In the multiple response questions, be sure to check the number of correct responses mentioned in the note. 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.

Resource Page

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

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