



**Free Questions for P\_SAPEA\_2023 by certsdeals**

**Shared by Larsen on 12-12-2023**

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# Question 1

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## Question Type: MultipleChoice

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Which of the following are the best architectural decisions for an extension application in S/4HANA?

### Options:

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- A-** Use 'Developer Extensibility for data-intensive ABAP extensions to S/4HANA./Use 'Side-by-Side Extensibility on SAP BTP ABAP Environment' when additional SAP BTP services are intensively used and SAPUI5 user interfaces are required.
- B-** Use 'Developer Extensibility' for data-intensive ABAP extensions to S/4HANA./Use 'Side-by-Side Extensibility on SAP BTP. ABAP Environment' for applications that are less data-intensive and SAP BTP services that are intensively used.
- C-** Use 'Developer Extensibility for ABAP extensions to S/4HANA that do not require a UI component./Use 'Side-by-Side Extensibility on SAP BTP, ABAP Environment' for extensions that require a SAPUI5 based user interface.

### Answer:

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B

### Explanation:

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The explanation for the correct answer is as follows:

Developer Extensibility is a new extensibility option in SAP S/4HANA that enables customers and partners to create ABAP-based extensions within the SAP S/4HANA system, using public APIs and extension points provided by SAP1. Developer Extensibility is suitable for data-intensive ABAP extensions to S/4HANA, as it allows direct access to the underlying database and data models of SAP S/4HANA, without the need for additional replication or synchronization2. Developer Extensibility also supports the clean core paradigm, which ensures that the extensions are upgrade-stable and do not interfere with the core SAP code3.

Side-by-Side Extensibility on SAP BTP, ABAP Environment is another extensibility option in SAP S/4HANA that enables customers and partners to create ABAP-based extensions on a separate cloud platform, using public APIs and services provided by SAP4. Side-by-Side Extensibility on SAP BTP, ABAP Environment is suitable for applications that are less data-intensive and SAP BTP services that are intensively used, as it allows access to a variety of cloud-native services and capabilities, such as machine learning, integration, analytics, etc., without affecting the performance or stability of the SAP S/4HANA system. Side-by-Side Extensibility on SAP BTP, ABAP Environment also supports the cloud-ready development paradigm, which ensures that the extensions are scalable, secure, and compliant with cloud standards.

## Question 2

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**Question Type: MultipleChoice**

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The Wanderlust CIO, along with you, the Chief Enterprise Architect, are in the process of deciding on the application that can potentially replace your existing online marketing application, and you are trying to create the artifact Business Footprint Diagram for decision support ( See table below) Which of the following combinations of goals, business capabilities, and applications would you recommend?

Note: There are 2 correct answers to this question,

A) 2-A-4 .

1-F-2

B) 1-D-3

1-H-2

C) 1-B-3

1-C-3

D) 2-E-3

2-G-3

2-B-3

03

| <b>Goal</b>   | <b>Business Capability</b>       |
|---|----------------------------------|
| 1. Run effective and high visibility campaigns (e.g. on social media)                     | A. Brand Management              |
|   | B. Social Media Management       |
|   | C. Marketing Campaign Management |
|   | D. Loyalty Management            |
| 2. Increase cross selling opportunities through online recommendations (e.g. accessories) | E. Recommendation Management     |
|   | F. Account Based Marketing       |
|   | G. Marketing Analytics           |
|   | H. Lead Management               |

## Application

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1. SAP Omnichannel  
Promotional Pricing

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2. SAP Sales Cloud  
Version 2

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3. SAP Emarsys Customer  
Engagement

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4. SAP Customer Data  
Cloud

## Options:

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A- 2-A-4,1-F-2

B- 1-D-3,1-H- 2

C- 1-B-3,1-C-3

D- 2-E-3,2-G-3,2-B-3

## Answer:

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A, C

## Question 3

Question Type: MultipleChoice

With the lead to cash Business capabilities identified, as chief Enterprise Architect the Wanderlust CIO has asked your capabilities.

See Image,

The screenshot shows a SAP Business Process Module interface. The main header is 'Market to Lead (Business Process Module)'. Below it, there are two columns. The left column lists 'SAP Solutions' with a dropdown arrow. The right column shows a search result for 'Execute promotional activities' under the category 'Market products and services'. The search results are as follows:

| SAP Solutions                                  | Recommendation   |
|--|--|
| SAP Cloud for Customer core applications       |  |
| SAP Customer Data Cloud                        |  |
| SAP Customer Data Platform                     |  |
| SAP Digital Asset Management Cloud by OpenText | Digital Asset Management (OpenText CLD)                                      |
| SAP Emarsys Customer Engagement                | Marketing Campaign Management (Emarsys)<br>Social Media Management (Emarsys) |
| SAP Sales Cloud Version 2                      |  |
| SAP Omnichannel Promotion Pricing              | Promotion Execution (OPP CLD)  |
| No Recommendation                              | Marketing Collaboration (n/a)  |

The SAP enterprise Architect has shared the snapshot for your reference. What is the pertinent SAP Solution in the market to Lead Business Process module of the Lead to cash E2E Process

**Options:**

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- A- SAP Sales Cloud version 2
- B- SAP Omnichannel Promotion Pricing
- C- SAP customer data cloud
- D- SAP Emarsys Customer engagement

**Answer:**

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D

**Explanation:**

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SAP Emarsys Customer Engagement is a cloud-based solution that helps businesses to create, manage, and deliver personalized marketing campaigns across multiple channels. It includes features for lead management, marketing campaign management, and recommendation management.

The Lead Business Process Module of the Lead to Cash E2E Process is responsible for managing leads and converting them into customers. SAP Emarsys Customer Engagement can be used to automate the lead management process, track lead progress, and identify opportunities for cross selling and upselling.



The other three options, SAP Sales Cloud version 2, SAP Omnichannel Promotion Pricing, and SAP Customer Data Cloud, are not as well-suited for the Lead Business Process Module of the Lead to Cash E2E Process.

SAP Sales Cloud version 2 is a cloud-based solution that helps businesses to manage sales opportunities and close deals. It does not have the same features for lead management and marketing campaign management as SAP Emarsys Customer Engagement.

SAP Omnichannel Promotion Pricing is a cloud-based solution that helps businesses to manage pricing and promotions across multiple channels. It does not have the same features for lead management and marketing campaign management as SAP Emarsys Customer Engagement.

SAP Customer Data Cloud is a cloud-based solution that helps businesses to collect, store, and analyze customer data. It does not have the same features for lead management and marketing campaign management as SAP Emarsys Customer Engagement.

Therefore, the best course of action is to use SAP Emarsys Customer Engagement to manage the Lead Business Process Module of the Lead to Cash E2E Process.

## Question 4

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**Question Type:** MultipleChoice

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Having identified the appropriate set of Business Activities, as the Chief Enterprise Architect of Wanderlust, assisted by the SAP Enterprise Architects, you have been trying to relate to Lead to Cash Business Capabilities in the SAP Reference Business Architecture content repository. In light of the two key goals outlined by the Wanderlust CIO, what are the most appropriate Business Capabilities?

Note: There are 3 correct answers to this question.

### Options:

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- A- Marketing Analytics, Recommendation Management
- B- Account Based Marketing, Lead Management
- C- Marketing Campaign Management
- D- Social Media Management
- E- Marketing Strategy Management, Brand Management

### Answer:

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A, C, D

## Question 5

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**Question Type: MultipleChoice**

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The Wanderlust CIO wants to focus less on marketing strategy and planning, to instead prioritize marketing implementation goals in mind to enhance number of leads generated:

- \* Run effective and highly visible campaigns (for example. on social media)

- \* Increase cross selling opportunities through online recommendation

AS the Chief Enterprise Architect Of Wanderlust. assisted by the SAP Enterprise Architects, you have been trying to re goals with the Business Process Modules, Segments and Activities in the Lead to Cash B2C Business Process Varia Business Architecture content repository (see graphic below).

What are relevant combinations Of business activities and goals based on the graphic below?

»» Lead to Cash – B2C (E2E Business Process Variant)

»» Plan to Optimize Marketing and Sales (Business Process Module)

»» Develop marketing strategy and plans (Business Process Segment)

» Understand markets, customers and capabilities

» Develop marketing strategy

» Establish marketing budgets

»» Market to Lead (Business Process Module)

»» Market products and services (Business Process Segment)

» Execute promotional activities

» Perform customer profiling

» Analyze and respond to customer insight

Note: There are 2 correct answers to this question.

See the Image

### **Options:**

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- A-** Develop market strategy -Run effective and high visibility campaigns.
- B-** Analyse and respond to customer insight- increase cross selling opportunities through online recommendations.
- C-** Implement promotional activities-Run effective and high visibility campaigns.
- D-** Design and manage a customer loyalty program- increase cross selling opportunities through online recommendations.

### **Answer:**

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B, C

### **Explanation:**

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Analyse and respond to customer insight is a business activity that is related to the Customer Insight segment of the Lead to Cash B2C Business Process Variant. This business activity can help Wanderlust to identify opportunities to increase cross selling through online recommendations.

Implement promotional activities is a business activity that is related to the Promotion segment of the Lead to Cash B2C Business Process Variant. This business activity can help Wanderlust to run effective and highly visible campaigns on social media.

The other two options, Develop market strategy and Design and manage a customer loyalty program, are not as relevant to the goals that Wanderlust is trying to achieve.

Develop market strategy is a business activity that is related to the Marketing Strategy segment of the Lead to Cash B2C Business Process Variant. This business activity is more focused on the overall marketing strategy of Wanderlust, rather than the specific goals of increasing cross selling or running effective campaigns.

Design and manage a customer loyalty program is a business activity that is related to the Customer Relationship Management segment of the Lead to Cash B2C Business Process Variant. This business activity is more focused on building long-term relationships with customers, rather than the specific goals of increasing cross selling or running effective campaigns.

Therefore, the best course of action is to focus on the Analyse and respond to customer insight and Implement promotional activities business activities in order to achieve Wanderlust's goals of increasing cross selling and running effective campaigns.

## Question 6

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**Question Type: MultipleChoice**

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The online marketing channel is targeted only to individual customers, who should be able to choose any of the 50 combinations that Wanderlust offers for its electric cars. Every confirmed online order must be first checked for ready stock availability and, if unavailable, must go for production scheduling. As Chief Enterprise Architect of Wanderlust, along with the SAP Enterprise Architect, you have identified Lead to Cash (L2C) as the key E2E process. However, you have found out that the SAP Reference Business Architecture content has several Business Process Variants of the L2C process, from which you are supposed to choose one suitable variant for

Wanderlust's product range and business model. Which of the following combinations of L2C Business Process Variants and business reasons are the most suitable? Note: There are 2 correct answers to this question.

### Options:

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- A-** Variant: Lead to Cash-B2C with Make to Stock/Business reason: Each individual customer may order their preferred variant, which may be available in existing stock and met from there.
- B-** Variant: Lead to Cash-B2B with Make to Order/Business reason: Each corporate customer may order different variants, which can be produced only upon receipt of customer order.
- C-** Variant: Lead to Cash - Business to Business (B2B) with Make to Stock Business reason: Each corporate customer may order in bulk for the same variants repeatedly, which may be available in existing stock and met from there.
- D-** Variant: Lead to Cash - Business to Consumer (B2C) with Make to Order Business reason: Each Individual customer may order their preferred variant, which can be produced upon receipt of customer order, if stock is not readily available.

### Answer:

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C, D

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