



# SAP

*C\_C4H630\_21*

*SAP Certified Development Associate - SAP Customer Data Platform*

## Questions & Answers PDF

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## Question: 1

What are some of the attributes that can be used as criteria to create an audience? Note: There are 3 correct answers to this question.

- A. Profile entity attributes
- B. Attributes from another audience
- C. Action attributes
- D. Activity attributes
- E. Segment attributes

**Answer: A, D, E**

## Question: 2

Which of the following describes a business unit in SAP Customer Data Platform?

- A. The business unit represents the owner of the SAP Customer Data Platform tenant. Each business unit within the organization has separate SAP Customer Data Platform tenants provisioned.
- B. The business unit is a predefined optional attribute in the customer schema and allows segmenting of B2B customers based on their business hierarchy.
- C. The business unit is responsible for maintaining customers in a given market and has its own customer schema to manage both the Contextual Profile and the Unified Customer Profile views.
- D. The business unit is an optional informational attribute of the SAP Customer Data Platform Console Admin user.

**Answer: C**

## Question: 3

You are importing primary customer residential address data into SAP Customer Data Platform. What is the recommended type of schema to model it?

- A. Profile
- B. Accounts
- C. Data store
- D. Activity

**Answer: A**

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### Question: 4

In the customer search dashboard in the SAP Customer Data Platform console, you see a customer profile name showing as UNKNOWN. What does this indicate?

- A. The customer profile name is only visible in the Unified Customer Profile view.
- B. The customer profile name is generated from the identifier cookie ID.
- C. The customer profile is missing first and last name.
- D. The customer profile does not have CIAM ID maintained.

**Answer: C**

### Question: 5

Which features of SAP Customer Data Platform can be used to perform verification and transformation of ingested data? Note: There are 3 correct answers to this question.

- A. Normalization
- B. Certification
- C. Modification
- D. Extensions
- E. Validation

**Answer: A, C, E**



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