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Oracle Fusion Cloud Applications CX Foundations

Associate - Rel 1 Free



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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• OMBPs for CX Sales: This section of the exam measures the skills of OGL Administrators and focuses on the sales process within Oracle Modern Best Practice. It explains the journey from lead generation to a successfully closed opportunity, ensuring a structured and efficient sales workflow. The design aspects and important considerations for implementing CX Sales OMBPs are discussed to help organizations streamline sales operations. Additionally, key performance metrics are described, offering a way to measure and track the success of CX Sales OMBPs.
Topic 2	<ul style="list-style-type: none">• OMBPs for CX Sales Performance Management: This section of the exam measures the skills of Training and Learning Managers and covers sales performance management using OMBPs. It explains the process from designing a compensation plan to making participant payments, ensuring sales teams are effectively rewarded. The section highlights key considerations and takeaways for implementing CX Sales Performance OMBPs to optimize incentive structures. Furthermore, the key metrics used to measure the success of these OMBPs are described, helping organizations track and refine their compensation strategies.

Topic 3	<ul style="list-style-type: none"> • OMBPs for CX Marketing: This section of the exam measures the skills of Training and Learning Managers and focuses on how OMBPs enhance CX Marketing processes. It explains the flow from audience generation to opportunity creation, ensuring targeted marketing efforts lead to successful conversions. Design considerations and important takeaways for implementing CX Marketing OMBPs are covered, helping organizations optimize marketing strategies. The section also describes key metrics that assess the success of CX Marketing OMBPs, ensuring effectiveness in execution and performance evaluation.
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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q20-Q25):

NEW QUESTION # 20

How do AI/ML technologies assist in enhancing productivity within the Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing?

- A. AI-powered chatbots handle customer inquiries, allowing agents to focus on complex tasks.
- B. ML algorithms forecast market trends, guiding campaign strategies.
- **C. AI provides robust reporting options, allowing for better customer targeting and behavioral analysis.**
- D. ML generates creative content for campaigns, reducing human effort.

Answer: C

Explanation:

The Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on turning marketing campaigns into sales opportunities. AI/ML enhances productivity here by providing robust reporting options, allowing for better customer targeting and behavioral analysis.

AI analyzes campaign performance data (e.g., engagement rates, conversions) and customer behavior (e.g., preferences, purchase history).

Robust reporting delivers actionable insights, enabling precise targeting and personalized campaigns that increase opportunity creation.

This data-driven approach reduces manual analysis time, boosting marketing team productivity.

Option A (Chatbots): Chatbots are more relevant to service, not campaign execution.

Option B (Content Generation): ML can assist with content, but it's not the primary productivity driver in this OMBP.

Option C (Trend Forecasting): Forecasting informs strategy but doesn't directly enhance execution productivity.

Oracle's "Oracle AI for Fusion Applications" and "CX Marketing" guides emphasize AI's role in advanced analytics and targeting for marketing processes.

NEW QUESTION # 21

Which KPI helps evaluate the success of the campaign in driving business outcomes for the Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing?

- A. Pre-campaign Review of Historical Campaign Performance metric for setting success benchmarks.
- **B. Average Campaign Cost per Won Opportunity metric for understanding the financial return on investment.**
- C. Real-time Tracking of the Campaign Reach metric for gauging immediate audience engagement during campaign execution.
- D. Social Media Engagement metric for adapting content strategies during campaign execution.

Answer: B

Explanation:

The Campaign Execution to Opportunity OMBP aims to turn marketing campaigns into sales opportunities. The KPI that evaluates its success in driving business outcomes is Average Campaign Cost per Won Opportunity, as it measures financial return on investment (ROI).

Definition: Calculates the cost of the campaign divided by the number of opportunities won, showing cost-efficiency and business impact.

Business Outcome Focus: Links marketing spend to tangible sales results, a critical measure of success.

Option A (Historical Review): Useful for planning, not evaluating outcomes.

Option C (Social Engagement): Tracks engagement, not business results.

Option D (Campaign Reach): Measures exposure, not conversions or ROI.

Oracle Fusion CX Marketing documentation, like "Campaign Management Guides," highlights cost-per-opportunity as a vital KPI for ROI assessment.

NEW QUESTION # 22

What is the primary function of the Order Promising process in Oracle Fusion Cloud SCM?

- A. To only manage orders for direct-to-customer deliveries.
- **B. To provide accurate order commitment dates based on supply and demand availability.**
- C. To eliminate the need for supplier collaboration.
- D. To guarantee same-day shipping for all orders.

Answer: B

Explanation:

The Order Promising process in Oracle Fusion Cloud SCM ensures reliable order fulfillment. Its primary function is to provide accurate order commitment dates based on supply and demand availability.

Process: Evaluates inventory, production, and supplier data to calculate realistic delivery dates.

Benefit: Sets customer expectations accurately, improving satisfaction and planning.

Option A (Direct Deliveries): Applies broadly, not just to direct orders.

Option B (No Collaboration): Relies on supplier data integration.

Option D (Same-Day): Not feasible for all orders; focuses on accuracy.

Oracle Fusion Cloud SCM documentation, like "Order Management Guides," confirms this function.

Reference:

Below are the corrected and formatted questions based on your input, with 100% verified answers aligned with Oracle Fusion Cloud Applications CX and SCM official documentation. Each question includes a detailed explanation referencing relevant Oracle Fusion Cloud concepts. Typing errors have been corrected, and the format adheres to your specified structure.

NEW QUESTION # 23

What is the primary function of the Supplier Portal in Oracle Fusion Cloud CX?

- **A. To allow suppliers to manage purchase orders and invoices in real time.**
- B. To provide real-time analytics for supplier performance.
- C. To eliminate the need for supplier collaboration.
- D. To automate the creation of supplier contracts.

Answer: A

NEW QUESTION # 24

Which KPI helps evaluate the success of the campaign in driving business outcomes for the Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing?

- A. Pre-campaign Review of Historical Campaign Performance metric for setting success benchmarks.
- **B. Average Campaign Cost per Won Opportunity metric for understanding the financial return on investment.**
- C. Real-time Tracking of the Campaign Reach metric for gauging immediate audience engagement during campaign execution.
- D. Social Media Engagement metric for adapting content strategies during campaign execution.

Answer: B

Explanation:

The Campaign Execution to Opportunity OMBP aims to turn marketing campaigns into sales opportunities. The KPI that evaluates its success in driving business outcomes is Average Campaign Cost per Won Opportunity, as it measures financial return on investment (ROI).

Definition: Calculates the cost of the campaign divided by the number of opportunities won, showing cost-efficiency and business impact.

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Option A (Historical Review): Useful for planning, not evaluating outcomes.

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Oracle Fusion CX Marketing documentation, like "Campaign Management Guides," highlights cost-per-opportunity as a vital KPI for ROI assessment.

NEW QUESTION # 25

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