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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	• Oracle Cloud Applications and Oracle Modern Best Practice (OMBP): This section of the exam measures the skills of OGL Administrators and covers the offerings and capabilities of Oracle Cloud Applications. It explains how Oracle Cloud solutions help businesses streamline operations, enhance customer experience, and improve decision-making. The key features of the Oracle CX suite are outlined, providing insight into its role in customer engagement. Additionally, it explains how data flows between various CX Modern Best Practices (OMBPs) to ensure seamless integration and operational efficiency.
Topic 2	• 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	• 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.
Topic 4	• Oracle Cloud Success Navigator and Oracle Cloud Quality Standards: This section of the exam measures the skills of Training and Learning Managers and focuses on optimizing cloud adoption. It explains the importance of Cloud Success Navigator and Cloud Quality Standards in ensuring smooth implementation and ongoing optimization of Oracle Cloud solutions. The section also describes how OMBPs are embedded within Oracle Cloud and applied with Starter Configuration to create an efficient and scalable cloud environment.

Topic 5	• 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.

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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q31-Q36):

NEW QUESTION # 31
What is the primary function of the Knowledge Gap to Deliver Resolution OMBP in Oracle Fusion Cloud CX Service?

- A. To automate customer inquiries and reduce agent interaction.
- B. To focus on agent training without resolving customer issues.
- C. To eliminate the need for a knowledge base.
- D. To provide agents with AI/ML-powered knowledge base search tools.

Answer: D

Explanation:
The Knowledge Gap to Deliver Resolution OMBP in Oracle Fusion Cloud CX Service aims to empower agents to resolve issues efficiently. Its primary function is to provide agents with AI/ML-powered knowledge base search tools.
AI/ML Tools: Enable real-time, intelligent searches of the knowledge base, delivering relevant solutions instantly based on case context.
Impact: Reduces resolution time and improves accuracy, bridging the knowledge gap effectively.
Option A (No Knowledge Base): Contradicts the OMBP's reliance on knowledge resources.
Option C (Automation): Focuses on agent empowerment, not full automation.
Option D (Training Focus): Training is supplementary; resolution is the goal.
Oracle Fusion Cloud CX Service documentation, such as "Oracle AI for Fusion Applications," emphasizes AI/ML search tools for this OMBP.

NEW QUESTION # 32
What is the primary function of Cost Rollup in Oracle Fusion Cloud SCM?

- A. To track only direct labor expenses, excluding materials.
- B. To calculate the total cost of a product by aggregating material, labor, and overhead expenses.
- C. To ensure material costs remain unchanged over time.
- D. To eliminate the need for cost accounting.

Answer: B

Explanation:
Cost Rollup in Oracle Fusion Cloud SCM is a critical costing process. Its primary function is to calculate the total cost of a product by aggregating material, labor, and overhead expenses.
Process: Combines direct costs (materials, labor) and indirect costs (overhead) from production data to determine a product's full cost.
Purpose: Provides a comprehensive cost view for pricing, profitability, and financial reporting.
Option A (No Accounting): Enhances, not eliminates, cost accounting.
Option B (Labor Only): Excludes key components like materials and overhead.
Option D (Static Costs): Costs vary; rollup reflects current data.
Oracle Fusion Cloud SCM documentation, such as "Cost Management Guides," confirms this function.

NEW QUESTION # 33
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. Social Media Engagement metric for adapting content strategies during campaign execution.
- B. Real-time Tracking of the Campaign Reach metric for gauging immediate audience engagement during campaign execution.
- C. Average Campaign Cost per Won Opportunity metric for understanding the financial return on investment.
- D. Pre-campaign Review of Historical Campaign Performance metric for setting success benchmarks.

Answer: C

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 # 34
Which feature in Oracle Fusion Cloud SCM helps in assessing and approving suppliers based on compliance and performance criteria?

- A. Supplier Portal.
- B. Supplier Qualification Management.
- C. Cost Accounting.
- D. Manufacturing Execution.

Answer: B

Explanation:
Oracle Fusion Cloud Supply Chain Management (SCM) includes several features to manage supplier relationships, but Supplier Qualification Management is specifically designed to assess and approve suppliers based on compliance and performance criteria.
Functionality: This feature enables organizations to define qualification criteria (e.g., certifications, quality standards, delivery performance), collect supplier data, and evaluate it against compliance and performance benchmarks.
Process: It supports creating questionnaires, tracking responses, and generating qualification outcomes, ensuring suppliers meet regulatory and operational standards before approval.
Impact: This enhances supply chain reliability by onboarding only qualified suppliers.
Option A (Cost Accounting): Focuses on financial tracking, not supplier assessment.
Option C (Manufacturing Execution): Manages production processes, not supplier qualifications.

Option D (Supplier Portal): Facilitates supplier collaboration but lacks the evaluation depth of Qualification Management.
Per Oracle Fusion Cloud SCM documentation, such as "Supplier Management Guides," Supplier Qualification Management is the key tool for this purpose.

NEW QUESTION # 35
Which feature in Oracle Fusion Cloud CX Marketing helps in predicting customer behavior?

- A. AI/ML-powered predictive analytics.
- B. Customer segmentation tools.
- C. Social media integration.
- D. Real-time campaign tracking.

Answer: A

Explanation:
Oracle Fusion Cloud CX Marketing leverages advanced tools to anticipate customer actions, with AI/ML-powered predictive analytics being the feature that helps predict customer behavior.
How It Works: Uses machine learning to analyze historical data (e.g., purchases, interactions) and predict future actions (e.g., likelihood to buy).
Impact: Enables targeted campaigns and personalized offers, improving marketing effectiveness.
Option A (Segmentation): Groups customers but doesn't predict behavior.
Option C (Social Media): Enhances engagement, not prediction.
Option D (Tracking): Monitors performance, not future behavior.
Oracle Fusion Cloud CX Marketing documentation, like "Oracle AI for Fusion Applications," emphasizes predictive analytics for this purpose.

NEW QUESTION # 36
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