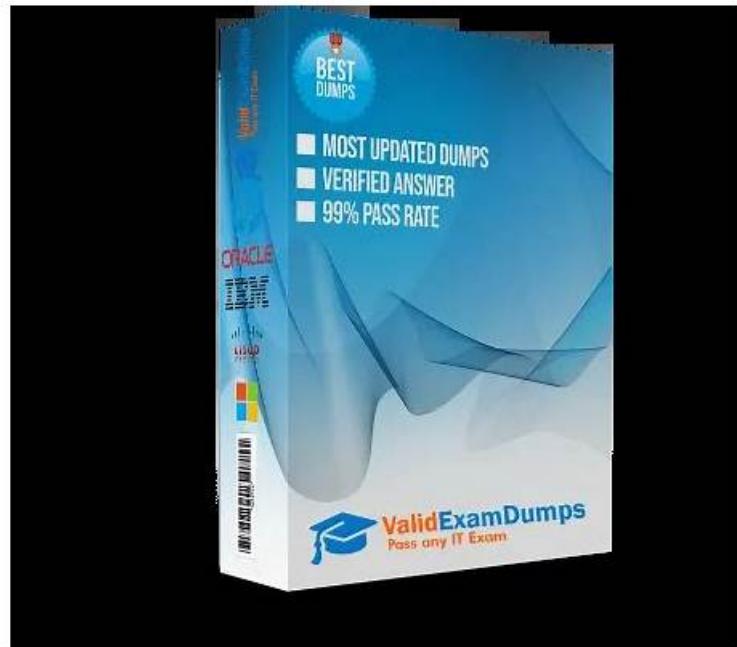


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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q13-Q18):

NEW QUESTION # 13

What is the primary function of Cost Rollup in Oracle Fusion Cloud SCM?

- A. To calculate the total cost of a product by aggregating material, labor, and overhead expenses.
- B. To ensure material costs remain unchanged over time.

- C. To eliminate the need for cost accounting.
- D. To track only direct labor expenses, excluding materials.

Answer: A

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 # 14

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. **AI provides robust reporting options, allowing for better customer targeting and behavioral analysis.**
- C. ML generates creative content for campaigns, reducing human effort.
- D. ML algorithms forecast market trends, guiding campaign strategies.

Answer: B

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 # 15

Which strategy aligns with the Campaign Execution to Opportunity OMBP to maximize its effectiveness?

- A. Conduct campaigns with moving goals or targets, providing multiple methods for measuring success.
- B. Focus on a marketing campaign that emphasizes email as the customers' primary preferred platform.
- C. Implement a one-size-fits-all campaign approach, sending general messages to all customers.
- D. **Personalize campaign content and offers based on customer segments, ensuring a tailored and engaging customer experience.**

Answer: D

Explanation:

The Campaign Execution to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on converting campaign efforts into sales opportunities. The strategy that maximizes effectiveness is to personalize campaign content and offers based on customer segments, ensuring a tailored and engaging customer experience.

Personalization: Tailoring content to specific segments (e.g., by industry, behavior, or demographics) increases relevance, engagement, and conversion rates.

This approach leverages CRM data and analytics to target the right customers with the right offers, driving opportunity creation.

Option B (One-Size-Fits-All): Generic campaigns lack relevance, reducing effectiveness.

Option C (Email Focus): Limiting to one channel ignores customer preferences and omnichannel opportunities.

Option D (Moving Goals): Inconsistent targets confuse focus and dilute measurable success.

Oracle Fusion CX Marketing documentation, such as "Campaign Management Guides," emphasizes personalization as a cornerstone of effective campaign execution.

NEW QUESTION # 16

What is the primary purpose of Oracle Cloud Success Navigator?

- A. Automate the migration of on-premises solutions to Oracle Cloud.
- B. Provision Oracle Cloud Applications.
- C. Offer a platform for reporting bugs and issues with Oracle Cloud products.
- D. **Provide a best practice framework with tools and guidance that support organizations in the Cloud journey.**

Answer: D

Explanation:

The primary purpose of Oracle Cloud Success Navigator is to provide a best practice framework with tools and guidance that support organizations in the Cloud journey.

Best Practice Framework: Offers resources, templates, and advice for planning, implementing, and optimizing Oracle Cloud solutions.

Tools and Guidance: Includes features like the Adoption Center and starter environments to ensure success from deployment to ongoing innovation.

This holistic support distinguishes it as a strategic enabler for cloud adoption.

Option A (Bug Reporting): Bug reporting occurs via other channels (e.g., My Oracle Support).

Option B (Provisioning): Provisioning is handled by Oracle Cloud Infrastructure, not Success Navigator.

Option D (Migration Automation): Migration support exists, but automation isn't its primary focus.

Oracle's "Get Started" and "Cloud Success Navigator Overview" documentation confirm its role as a guiding framework.

NEW QUESTION # 17

Which approach helps measure the success of the Knowledge Gap to Solution OMBP in Oracle Cloud Fusion CX Service?

- A. Counting the number of new knowledge-base articles created.
- B. Relying on service agent feedback on the OMBP's usefulness.
- C. Measuring the time taken by service agents to respond to customer inquiries.
- D. **Analyzing average case resolution time, knowledge article accuracy, and customer satisfaction ratings.**

Answer: D

Explanation:

The Knowledge Gap to Solution OMBP in Oracle Fusion Cloud CX Service aims to bridge gaps in agent knowledge by leveraging knowledge articles to resolve customer issues efficiently. Success in this process is best measured holistically by analyzing average case resolution time, knowledge article accuracy, and customer satisfaction ratings.

Average Case Resolution Time reflects how quickly issues are resolved, indicating the efficiency of knowledge application.

Knowledge Article Accuracy ensures the solutions provided are correct and effective, reducing rework or escalations.

Customer Satisfaction Ratings provide direct feedback on whether the resolution met customer expectations, tying the process to service quality.

Option B (Counting Articles): While creating new articles is part of maintaining a knowledge base, it doesn't measure how effectively those articles resolve issues.

Option C (Agent Response Time): This focuses narrowly on initial response speed, not the overall resolution success.

Option D (Agent Feedback): Subjective feedback from agents is valuable but lacks the quantitative and customer-centric focus needed for a comprehensive success metric.

Oracle Fusion Cloud CX Service documentation, including the "Fusion Service Questions and Answers" and "Service Center" guides, emphasizes these combined metrics as key indicators of knowledge management effectiveness, aligning with Oracle's focus on delivering consistent, accurate, and timely resolutions.

NEW QUESTION # 18

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