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Oracle Sales Business Process Foundations Associate Rel 2

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q14-Q19):

NEW QUESTION # 14

Which four are steps in the Final Forecast Submission process?

- A. The Sales Manager reviews the forecast and decides whether to accept or reject it.
- B. A Sales Representative submits the initial forecast to the Sales Manager.
- C. The Sales Representative can bypass the Sales Manager and directly submit a forecast.
- D. If the Sales Manager is not satisfied with the forecast, then they can reject it with rejection notes.
- E. The Sales Manager can perform adjustments in the forecast and resubmit it.

Answer: A,B,D,E

Explanation:

The Final Forecast Submission process in Oracle CX Sales is hierarchical. "A Sales Representative submits the initial forecast" (A) starts the process. "The Sales Manager adjusts and resubmits" (C) allows refinements. "The Sales Manager reviews and decides" (D) is core to approval. "The Sales Manager rejects with notes" (E) ensures feedback. "Bypassing the Sales Manager" (B) contradicts Oracle's structured workflow, making it false. The answer (Ans: 1, 3, 4, 5) aligns with Oracle's forecasting hierarchy.

NEW QUESTION # 15

Which two statements concerning lead score are correct?

- A. Lead score is a score assigned to a lead that can help in its qualification for further stages.
- B. Lead score can be used as a criterion for lead ranking rules.
- C. Lead scoring rules can only be run once per week.
- D. The data points/input that form the overall score must come from the lead source data.

Answer: A,B

Explanation:

In Oracle CX Sales, "Lead score is a score assigned to a lead that can help in its qualification" (A) is true, aiding prioritization. "Lead score can be used as a criterion for lead ranking rules" (C) is also true, as scores drive rank tiers. "Must come from lead source data" (B) is false, as scores use multiple data points (e.g., behavior, profile). "Only run once per week" (D) is incorrect, as scoring can be dynamic. The answer (Ans: 1, 3) reflects Oracle's flexible scoring system.

NEW QUESTION # 16

Beth is the Key Account Executive for Brands Inc. Bertha is the Sales Representative, Bobbie is the Marketing Analyst, and Bernice is the Marketing Director. Who is responsible for generating and analyzing campaign responses?

- A. Bobbie
- B. Bernice
- C. Bertha
- D. Beth

Answer: A

Explanation:

Generating and analyzing campaign responses is a marketing analytics task. "Bobbie" (A), the Marketing Analyst, is responsible for tracking and interpreting campaign data. "Beth" (B), the Key Account Executive, focuses on account strategy, while "Bertha" (C), the Sales Representative, handles sales execution. "Bernice" (D), the Marketing Director, oversees strategy, not detailed analysis. The corrected answer (Ans: 3 typo corrected to A) aligns with Oracle's marketing roles.

NEW QUESTION # 17

Which two are lead generation objectives?

- A. Boost sales.
- B. Convert prospects into customers.
- C. Increase brand awareness on social media sites.
- D. Reduce submitted service requests from customers.

Answer: A,B

Explanation:

Lead generation in Oracle CX Sales aims to drive sales outcomes. "Convert prospects into customers" (B) is a primary objective, turning leads into revenue. "Boost sales" (D) is the ultimate goal, tied to lead conversion. "Reduce service requests" (A) is a service goal, not lead generation. "Increase brand awareness" (C) is a marketing byproduct, not a direct objective. The answer (Ans: 2-4) aligns with Oracle's lead generation focus.

NEW QUESTION # 18

Which job role is responsible for accepting leads, qualifying leads, and converting leads to opportunities?

- A. Partner Sales Manager
- B. Sales Manager
- C. Channel Sales Manager
- D. Sales Director

Answer: B

Explanation:

The "Sales Manager" (D) in Oracle CX Sales oversees the full lead process-accepting, qualifying, and converting-especially in direct sales contexts, ensuring team execution. The "Sales Director" (A) is too senior, focusing on strategy. The "Channel Sales Manager" (B) and "Partner Sales Manager" (C) manage channel or partner activities, not direct lead handling. The answer (Ans: 4) fits Oracle's sales management scope.

NEW QUESTION # 19

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