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Oracle 1Z0-1108-2

Oracle Sales Business Process Foundations Associate Rel 2

Questions & Answers PDF
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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	Lead Generation from Social Prospect to Lead: This domain tests the knowledge of Social Media Managers and Sales Operations Specialists in transforming social media interactions into actionable leads. It covers using Oracle Sales tools to track, categorize, and prioritize social leads for efficient conversion.
Topic 2	Converting Life Cycle: This section evaluates the expertise of Lead Conversion Managers and Sales Representatives in transitioning prospects into qualified leads and opportunities. It emphasizes techniques for nurturing leads through personalized engagement strategies and aligning these processes with Oracle Sales automation features.

Topic 3	• Sales Order to Subscription: This domain tests the knowledge of Subscription Managers and Customer Success Specialists in transitioning sales orders into subscription models. It covers setting up recurring billing, managing subscription lifecycles, and ensuring ongoing customer satisfaction.
Topic 4	• Acquiring Life Cycle: This section of the exam measures the skills of Sales Process Analysts and CRM Specialists in understanding the initial stages of the sales process. It covers identifying and engaging potential customers, focusing on strategies for acquiring new prospects, and converting them into leads. This includes leveraging social media and other channels to generate interest and capture leads effectively.
Topic 5	• Lead Management from Lead to Opportunity: This section measures the skills of Lead Administrators and Sales Pipeline Managers in managing leads and converting them into opportunities. It includes setting up lead scoring, assigning leads to sales teams, and ensuring seamless handoff from marketing to sales.
Topic 6	• Opportunity to Quote: This section evaluates the expertise of Sales Operations Specialists and Quotation Specialists in generating quotes from qualified opportunities. It covers configuring quote templates, pricing rules, and integrating quotes with Oracle CPQ tools for streamlined sales processes.
Topic 7	• Order to Close Opportunity: This section evaluates the expertise of Sales Closers and Deal Managers in finalizing sales opportunities and managing orders. It includes configuring approval workflows, tracking closure metrics, and ensuring seamless handoff to fulfillment teams.
Topic 8	• Quote to Order: This section measures the skills of Order Management Specialists and Sales Administrators in converting quotes into orders. It emphasizes streamlining the order-to-cash process, ensuring accurate order fulfillment, and managing order workflows efficiently.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q10-Q15):

NEW QUESTION # 10

Which two statements are true about the lead conversion process?

- A. A lead can be automatically converted to an opportunity through the qualification process.
- B. When a lead is converted, the status of the lead is changed to Closed.
- C. When a lead is converted, the status of the lead is changed to Converted.
- D. Sales account, product, and revenue information are passed on to the new opportunity.

Answer: C,D

Explanation:

In Oracle CX Sales, "Sales account, product, and revenue information are passed on" (A) is true, as these details populate the opportunity. "Status changed to Converted" (C) is also true, marking the lead's transition. "Automatically converted through qualification" (B) can occur with rules, but isn't universally true without configuration. "Status changed to Closed" (D) is false; "Converted" is distinct from "Closed" (e.g., Retired). The answer (Ans: 1, 3) aligns with Oracle's lead lifecycle.

NEW QUESTION # 11

Which two statements concerning lead score are correct?

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

Answer: A,D

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 (Ads: 1, 3) reflects Oracle's flexible scoring system.

NEW QUESTION # 12

Sales groups help the business team to analyze opportunities of a similar type and track their progression in the sales pipeline. On which three criteria can sales groups be based?

- A. Service
- B. Product
- C. Contracts
- D. Sales Manager
- E. Business Lines

Answer: A,B,E

Explanation:

Sales groups in Oracle CX Sales categorize opportunities for analysis. "Service" (A) and "Product" (B) are common criteria, reflecting offerings. "Business Lines" (E) align with organizational units. "Sales Manager" (C) defines team ownership, not group criteria. "Contracts" (D) are specific to deals, not grouping. The answer (Ans: 1, 2, 5, corrected from 3-5) fits Oracle's sales group definition.

NEW QUESTION # 13

In the Vendor Lead to Channel Opportunity process, which job role is responsible for accepting or rejecting leads?

- A. Channel Sales Manager
- B. Channel Sales Representative
- C. Partner Sales Manager
- D. Vendor Sales Manager
- E. Vendor Sales Representative

Answer: A

Explanation:

In the Vendor Lead to Channel Opportunity process, the "Channel Sales Manager" (A) accepts or rejects leads assigned by the vendor, overseeing channel strategy and partner readiness. The "Partner Sales Manager" (B) and "Channel Sales Representative" (D) are partner-side, handling post-acceptance tasks. "Vendor Sales Manager" (C) and "Vendor Sales Representative" (E) focus on lead creation and assignment, not acceptance. The corrected answer (Acts: 1) aligns with Oracle's channel oversight role.

NEW QUESTION # 14

Jeff is the Key Account Executive for Cleaner Company. John is the Sales Representative, Jerry is the Sales Vice President, Jonah is the Marketing Analyst, and Josiah is the Sales Manager (John's manager). Who is primarily responsible for creating the leads generated from campaign responses?

- A. John
- B. Jeff
- C. Jerry
- D. Josiah
- E. Jonah

Answer: A

Explanation:

In Oracle CX Sales, creating leads from campaign responses is an operational task typically assigned to the Sales Representative, who engages prospects directly. Here, "John" (D), the Sales Representative, is responsible for capturing and creating leads based on campaign data, such as responses tracked by marketing. "Jeff" (C), the Key Account Executive, focuses on strategic account management, not lead creation. "Josiah" (A), the Sales Manager, oversees the process but doesn't create leads. "Jerry" (B), the Sales VP, and "Jonah" (E), the Marketing Analyst, are too senior or marketing-focused for this task. The answer (Ans: 4) aligns with Oracle's lead generation workflow, where sales reps act on marketing inputs.

NEW QUESTION # 15

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