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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	• Sales Play to Key Account Opportunity: This section measures the skills of Key Account Managers and Account Executives in executing targeted sales strategies to identify and manage key account opportunities. It focuses on customizing sales approaches, leveraging Oracle Sales analytics for account prioritization, and aligning sales efforts with customer needs.
Topic 2	• Opportunity to Forecast: This domain tests the knowledge of Sales Forecasters and Revenue Analysts in translating opportunities into accurate sales forecasts. It includes configuring forecasting methods, analyzing pipeline health, and using Oracle Sales tools to predict revenue outcomes effectively.

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	• Order to Close Opportunit: 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 5	• 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 6	• 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 7	• 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 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 (Q26-Q31):

NEW QUESTION # 26
Which four key factors are used for service provision?

- A. Subscription Cancellation Date
- B. Warranty Start Date
- C. Opportunity Close Date
- D. Product Shipment Date
- E. Product Installation Date
- F. Subscription Activation Date
- G. Quote Close Date

Answer: B,D,E,F

Explanation:
Service provision in Oracle CX Sales ties to post-sale triggers. "Warranty Start Date" (B) initiates warranty services. "Subscription Activation Date" (C) begins subscription services. "Product Installation Date" (E) marks installation service needs. "Product Shipment Date" (F) triggers delivery-related services. "Opportunity Close Date" (A) and "Quote Close Date" (D) are sales-focused, not service-specific. "Subscription Cancellation Date" (G) ends services, not provisions them. The answer (Acts: 2-3-5-6) aligns

with Oracle's service triggers.

NEW QUESTION # 27
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. Beth
- B. Bernice
- C. Bertha
- D. Bobbie

Answer: D

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 # 28
Which two statements concerning lead score are correct?

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

Answer: C,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 # 29
Which are the three initial factors to be considered for forecasting output?

- A. Sales Stages
- B. Win Probability
- C. Close Date
- D. Estimated Commission

Answer: A,B,C

Explanation:
Forecasting output in Oracle CX Sales relies on initial factors that predict revenue. "Win Probability" (B) estimates success likelihood, weighting the forecast. "Sales Stages" (C) show pipeline position, affecting timing and certainty. "Close Date" (D) determines when revenue is expected, critical for period-based forecasts. "Estimated Commission" (A) is a sales incentive, not a direct forecasting factor. The answer (Ans: 2, 3, 4) reflects Oracle's focus on probability, stage, and timing in forecasting.

NEW QUESTION # 30
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. Josiah
- B. Jeff
- C. John
- D. Jonah
- E. Jerry

Answer: C

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 # 31

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