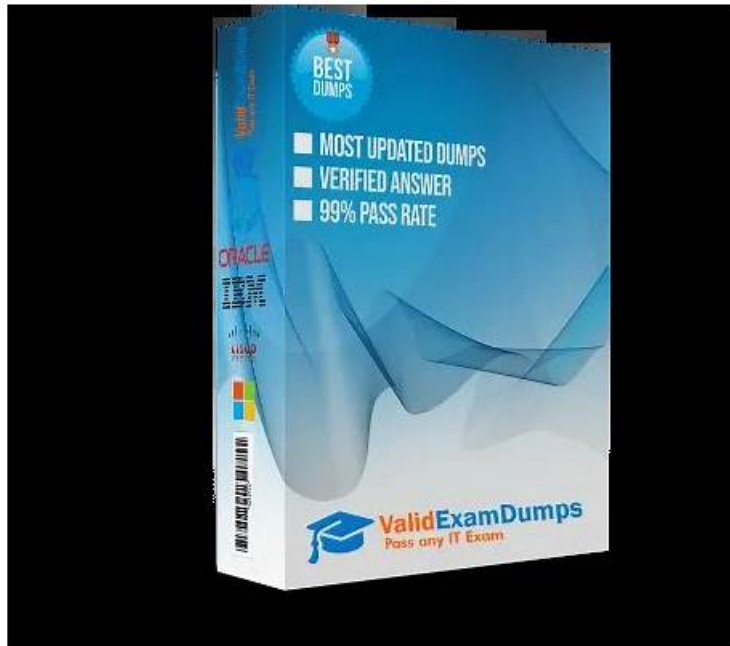


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Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q30-Q35):

NEW QUESTION # 30

Which feature in Oracle Fusion Cloud SCM ensures optimal inventory levels by tracking stock movement?

- A. Manufacturing Execution.
- B. Supplier Qualification.

- C. Cost Accounting.
- **D. Inventory Management.**

Answer: D

Explanation:

Oracle Fusion Cloud SCM optimizes inventory through various features, but Inventory Management ensures optimal levels by tracking stock movement.

Capabilities: Monitors stock inflows, outflows, and current levels across warehouses, enabling real-time visibility and control.

Optimization: Balances stock to meet demand without overstocking, reducing carrying costs and stockouts.

Option A (Manufacturing Execution): Manages production, not inventory tracking.

Option C (Supplier Qualification): Assesses suppliers, not stock levels.

Option D (Cost Accounting): Tracks costs, not physical inventory movement.

Oracle Fusion Cloud SCM documentation, like "Inventory Management Guides," highlights this feature's role in stock optimization.

NEW QUESTION # 31

Which feature in Oracle Fusion Cloud CX Marketing helps in predicting customer behavior?

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

Answer: B

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 # 32

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

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

Answer: C

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 # 33

Which metric is used to evaluate the effectiveness of the Incentive Plan to Seller Earnings OMBP?

- **A. Sales Quota Attainment.**
- B. Manager Satisfaction with the Incentive Structure.
- C. Customer Acquisition Cost.
- D. Total Number of Incentive Plans Offered.

Answer: A

Explanation:

The Incentive Plan to Seller Earnings OMBP in Oracle Fusion Cloud CX Sales Performance aims to drive sales through effective compensation. The metric used to evaluate its effectiveness is Sales Quota Attainment.

Definition: Measures the percentage of sales targets achieved by reps, directly linking incentives to performance outcomes.

Relevance: It shows whether the incentive structure motivates reps to meet or exceed goals, validating its impact on earnings and sales success.

Option B (Number of Plans): Quantity doesn't reflect effectiveness.

Option C (Acquisition Cost): Focuses on marketing costs, not incentive impact.

Option D (Manager Satisfaction): Subjective and less tied to sales results.

Oracle Fusion CX Sales Performance documentation, like "Incentive Compensation Guides," identifies quota attainment as the primary effectiveness metric.

NEW QUESTION # 34

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 eliminate the need for cost accounting.
- D. To ensure material costs remain unchanged over time.

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 # 35

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