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Oracle 1Z0-1161-1 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• OMBPs for CX Marketing: This section of the exam measures the skills of Training and Learning Managers and focuses on how OMBPs enhance CX Marketing processes. It explains the flow from audience generation to opportunity creation, ensuring targeted marketing efforts lead to successful conversions. Design considerations and important takeaways for implementing CX Marketing OMBPs are covered, helping organizations optimize marketing strategies. The section also describes key metrics that assess the success of CX Marketing OMBPs, ensuring effectiveness in execution and performance evaluation.

Topic 2	<ul style="list-style-type: none"> • OMBPs for CX Sales Performance Management: This section of the exam measures the skills of Training and Learning Managers and covers sales performance management using OMBPs. It explains the process from designing a compensation plan to making participant payments, ensuring sales teams are effectively rewarded. The section highlights key considerations and takeaways for implementing CX Sales Performance OMBPs to optimize incentive structures. Furthermore, the key metrics used to measure the success of these OMBPs are described, helping organizations track and refine their compensation strategies.
Topic 3	<ul style="list-style-type: none"> • OMBPs for CX Sales: This section of the exam measures the skills of OGL Administrators and focuses on the sales process within Oracle Modern Best Practice. It explains the journey from lead generation to a successfully closed opportunity, ensuring a structured and efficient sales workflow. The design aspects and important considerations for implementing CX Sales OMBPs are discussed to help organizations streamline sales operations. Additionally, key performance metrics are described, offering a way to measure and track the success of CX Sales OMBPs.
Topic 4	<ul style="list-style-type: none"> • Oracle Cloud Applications and Oracle Modern Best Practice (OMBP): This section of the exam measures the skills of OGL Administrators and covers the offerings and capabilities of Oracle Cloud Applications. It explains how Oracle Cloud solutions help businesses streamline operations, enhance customer experience, and improve decision-making. The key features of the Oracle CX suite are outlined, providing insight into its role in customer engagement. Additionally, it explains how data flows between various CX Modern Best Practices (OMBPs) to ensure seamless integration and operational efficiency.

Oracle Fusion Cloud Applications CX Foundations Associate - Rel 1 Sample Questions (Q18-Q23):

NEW QUESTION # 18

Which KPI provides a comprehensive evaluation of the Nurture to Opportunity OMBP's success in Oracle Fusion Cloud CX Marketing?

- A. Website traffic and engagement metrics, such as page views and conversion rates.
- **B. Number of new customer acquisitions and the total revenue generated from the targeted opportunity.**
- C. Sales teams' productivity and training hours dedicated to the campaign nurturing process.

Answer: B

Explanation:

The Nurture to Opportunity OMBP in Oracle Fusion Cloud CX Marketing focuses on nurturing leads into sales opportunities. The KPI that provides a comprehensive evaluation of its success is the number of new customer acquisitions and the total revenue generated from the targeted opportunity.

New Customer Acquisitions: Measures the OMBP's ability to convert nurtured leads into customers, reflecting its effectiveness.

Total Revenue Generated: Ties nurturing efforts to financial outcomes, providing a holistic view of business impact.

Together, these metrics assess both quantity and value, key to a comprehensive evaluation.

Option A (Productivity/Training): Internal metrics don't directly measure nurturing success.

Option B (Website Metrics): Engagement is an intermediate step, not a comprehensive outcome.

Oracle Fusion CX Marketing documentation, like "CX Analytics FAQs," highlights acquisition and revenue as critical success KPIs for nurturing processes.

NEW QUESTION # 19

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

- A. To eliminate the need for cost accounting.
- **B. To calculate the total cost of a product by aggregating material, labor, and overhead expenses.**
- C. To track only direct labor expenses, excluding materials.
- 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 # 20

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 algorithms forecast market trends, guiding campaign strategies.
- D. ML generates creative content for campaigns, reducing human effort.

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 # 21

What is the primary purpose of Oracle Cloud Success Navigator?

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

Answer: C

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 # 22

What is the purpose of the Customer Contact to Resolution OMBP in Oracle Fusion Cloud CX Service?

- A. To provide agents with real-time customer context and AI-powered tools.
- B. To focus on agent training without resolving customer issues.
- C. To automate customer inquiries and reduce agent interaction.
- D. To eliminate the need for customer support.

Answer: A

Explanation:

The Customer Contact to Resolution OMBP in Oracle Fusion Cloud CX Service streamlines issue resolution. Its purpose is to provide agents with real-time customer context and AI-powered tools.

Real-time Context: Delivers customer history and issue details for informed responses.

AI-Powered Tools: Includes knowledge search and predictive suggestions, enhancing resolution speed and quality.

Outcome: Boosts agent efficiency and customer satisfaction.

Option A (No Support): Contradicts the OMBP's service focus.

Option B (Training): Training alone doesn't address resolution.

Option D (Automation): Focuses on agent assistance, not full automation.

Oracle Fusion Cloud CX Service documentation, such as "Service Center Guides," supports this purpose.

NEW QUESTION # 23

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