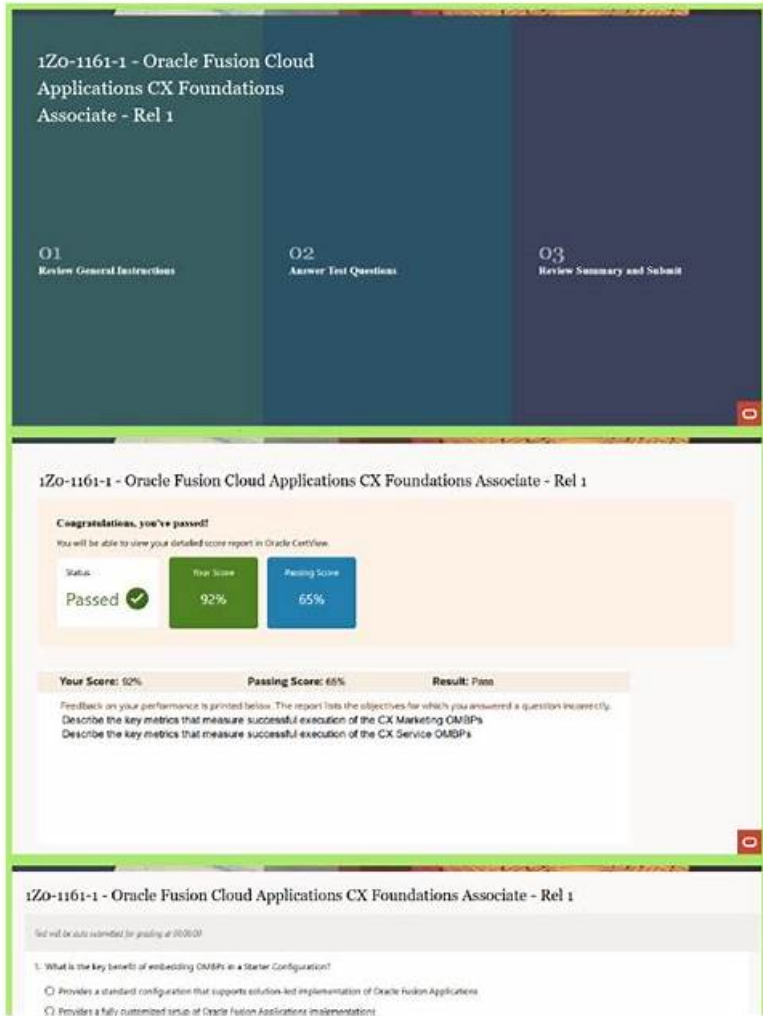


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Oracle 1Z0-1161-1 考試大綱：

主題	簡介
主題 1	<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.

主題 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.
主題 3	<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.
主題 4	<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.

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最新的 Oracle Sales Force Automation 1Z0-1161-1 免費考試真題 (Q40-Q45):

問題 #40

What is the primary function of the Supplier Portal in Oracle Fusion Cloud CX?

- A. To allow suppliers to manage purchase orders and invoices in real time.
- B. To automate the creation of supplier contracts.
- C. To eliminate the need for supplier collaboration.
- D. To provide real-time analytics for supplier performance.

答案: A

解題說明:

The Supplier Portal in Oracle Fusion Cloud CX (and SCM) facilitates supplier interactions. Its primary function is to allow suppliers to manage purchase orders and invoices in real time.

Capabilities: Suppliers can view, update, and submit purchase orders and invoices directly, improving efficiency and transparency.

Benefit: Streamlines procurement and payment processes.

Option A (Contracts): Contract creation is separate from portal functions.

Option B (No Collaboration): Enhances collaboration, not eliminates it.

Option C (Analytics): Analytics may be available but aren't the primary focus.

Oracle Fusion Cloud CX and SCM documentation, like "Supplier Portal Guides," supports this function.

問題 #41

Which KPI provides valuable insight into the performance of the Opportunity to Quote OMBP?

- A. Quote to Win Ratio that compares the number of quotes sent to the number of deals won.
- B. Average Deal Size that provides insight into the typical value of revenue generated.
- C. Total Quotes Sent that tracks the aggregate number of quotes that have been generated and sent.

答案： A

解題說明：

The Opportunity to Quote OMBP focuses on converting opportunities into successful quotes. The Quote to Win Ratio is the KPI that provides the most valuable insight into this process's performance.

It compares the number of quotes sent to the number of deals won, directly measuring the effectiveness of the quoting process in securing business.

A high ratio indicates quotes are well-targeted and compelling, while a low ratio signals inefficiencies or misalignments.

Option A (Total Quotes Sent): This measures activity volume but not success or performance quality.

Option B (Average Deal Size): While valuable, it reflects outcomes rather than the quoting process's performance.

Oracle Fusion Cloud CX Sales documentation, such as "CX Analytics FAQs," highlights Quote to Win Ratio as a critical KPI for assessing conversion efficiency in sales processes.

問題 #42

How can organizations maximize the benefits of the Capture Launch activity in the Lead to Opportunity OMBP to improve their sales pipeline?

- A. By relying on marketing automation tools to capture and qualify leads.
- B. By using a lead distribution strategy that assigns the optimal sales representative.
- C. By prioritizing leads based on the monetary value of potential deals.

答案： B

解題說明：

The Lead to Opportunity OMBP in Oracle Fusion Cloud CX Sales focuses on converting leads into sales opportunities, with the Capture Launch activity initiating this process. Organizations can maximize benefits by using a lead distribution strategy that assigns the optimal sales representative.

Optimal Assignment: Matching leads to reps based on expertise, territory, or past performance increases the likelihood of successful conversions, improving pipeline quality.

This strategy leverages data-driven insights (e.g., from CRM analytics) to ensure the right rep handles the right lead, enhancing efficiency and outcomes.

Option A (Monetary Prioritization): Focusing solely on deal value may neglect smaller, high-potential leads, limiting pipeline growth.

Option B (Marketing Automation): Automation aids capture and qualification but doesn't address the critical handoff to sales reps, which is key in Capture Launch.

Oracle Fusion Cloud CX Sales documentation, like "Lead Management Guides," underscores intelligent lead distribution as a best practice for pipeline optimization.

問題 #43

Which metric is used to measure the effectiveness of the Demand to Management OMBP?

- A. Customer Acquisition Cost.
- B. Inventory Turnover.
- C. Forecast Accuracy.
- D. Supplier Lead Time.

答案： C

解題說明：

The Demand to Management OMBP in Oracle Fusion Cloud SCM focuses on aligning supply with demand through effective forecasting and planning. The metric used to measure its effectiveness is Forecast Accuracy.

Definition: Measures how closely demand forecasts match actual demand, expressed as a percentage.

Relevance: High accuracy indicates the OMBP successfully predicts demand, enabling efficient inventory and resource planning.

Option B (Acquisition Cost): Marketing-focused, not demand management.

Option C (Inventory Turnover): Reflects inventory efficiency, not forecast effectiveness.

Option D (Lead Time): Supplier-related, not a direct measure of demand management.

Oracle Fusion Cloud SCM documentation, such as "Demand Management Guides," identifies forecast accuracy as the key metric.

問題 #44

Which feature in Oracle Fusion Cloud CX Sales Performance helps in automating incentive calculations?

- A. Customer segmentation tools.
- B. Real-time sales performance tracking.
- C. AI/ML-powered incentive management.
- D. Social media integration.

答案：C

解題說明：

Oracle Fusion Cloud CX Sales Performance streamlines compensation with AI/ML-powered incentive management, which automates incentive calculations.

Capabilities: Uses AI/ML to process sales data, apply incentive rules, and calculate payouts accurately and efficiently.

Benefit: Reduces manual effort and errors, ensuring timely and fair compensation.

Option A (Social Media): Unrelated to incentives.

Option C (Segmentation): Marketing-focused, not compensation-related.

Option D (Tracking): Monitors performance, not calculations.

Oracle Fusion Cloud CX Sales Performance documentation, like "Incentive Compensation Guides," highlights this feature.

問題 #45

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