

New 1z0-1108-2 Test Pattern, 1z0-1108-2 Reliable Test Duration



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Oracle 1z0-1108-2 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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 3	<ul style="list-style-type: none">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.
Topic 4	<ul style="list-style-type: none">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 5	<ul style="list-style-type: none">Channel Lead to Vendor Opportunity: This domain tests the knowledge of Partner Account Managers and Sales Coordinators in converting channel leads into vendor opportunities. It includes collaboration workflows, partner performance tracking, and integrating channel activities with vendor sales processes.
Topic 6	<ul style="list-style-type: none">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 7	<ul style="list-style-type: none">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	<ul style="list-style-type: none"> 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 9	<ul style="list-style-type: none"> Version with Bullet Points: 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.
Topic 10	<ul style="list-style-type: none"> 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.

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Oracle Sales Business Process Foundations Associate Rel 2 Sample Questions (Q37-Q42):

NEW QUESTION # 37

As part of the Research and Engage Prospects stage, which option best defines social listening?

- A. Responding to customer complaints through direct responses on social media websites
- B. Generating product hype by paying influencers on social media sites
- C. Monitoring social media for buyer digital body language, buying cues, and requests for recommendations**
- D. Monitoring websites for unfavorable opinions of a company's products

Answer: C

Explanation:

Social listening in Oracle CX Sales involves proactively tracking social media for insights into prospect behavior. "Monitoring social media for buyer digital body language, buying cues, and recommendations" (D) best defines this, as it focuses on identifying purchase intent and engagement opportunities. "Monitoring websites for opinions" (A) is narrower, "responding to complaints" (B) is reactive, and "paying influencers" (C) is a marketing tactic, not listening. Answer (Ans: 4) aligns with Oracle's prospect engagement strategy.

NEW QUESTION # 38

Which three are used for creating leads in the CX Sales application?

- A. Leads can be created through integration with a marketing application, such as Oracle Eloqua.**
- B. A salesperson can manually create new leads in the UI.**
- C. A Sales Administrator can initiate a built-in lead generation process tool.**
- D. A Sales Administrator can use the Import Management process.**

Answer: A,B,D

Explanation:

Oracle CX Sales supports multiple lead creation methods. "A Sales Administrator can use the Import Management process" (B) allows bulk lead imports. "Integration with a marketing application like Oracle Eloqua" (C) automates lead capture from campaigns. "A salesperson can manually create new leads in the UI" (D) enables direct entry. "A built-in lead generation process tool" (A) is

vague and not a standard Oracle CX Sales feature; lead generation typically ties to marketing tools or manual actions. The answer (Ans: 2-3-4) reflects Oracle's lead creation options.

NEW QUESTION # 39

Johanna has qualified and converted her lead to an opportunity. What should be the new status of her lead?

- A. Rejected
- B. Unqualified
- C. Converted
- D. Qualified
- E. Escalated

Answer: C

Explanation:

In Oracle CX Sales, a lead's status changes to "Converted" (A) after being qualified and turned into an opportunity, marking the transition from lead to sales pipeline. "Rejected" (B) or "Unqualified" (D) applies to leads not pursued. "Qualified" (C) is an interim status before conversion. "Escalated" (E) indicates review, not conversion. The answer (Ans: 1) follows Oracle's lead lifecycle.

NEW QUESTION # 40

Which four key factors are used for service provision?

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

Answer: A,B,C,G

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 # 41

In the Channel Lead to Vendor Opportunity process, Ben, a Partner Sales Representative, has accepted a lead and conducted promising conversations with the customer, leading him to qualify the lead. Once the lead is qualified, what is the next action Ben will take?

- A. Convert the lead
- B. Transfer the lead
- C. Retire the lead
- D. Escalate the lead
- E. Reject the lead

Answer: A

Explanation:

After qualifying a lead in Oracle CX Sales, the next step is to "Convert the lead" (D) into an opportunity if it meets criteria, which Ben does after promising conversations. "Retire the lead" (A) or "Reject the lead" (C) applies to unqualified leads. "Escalate the lead" (B) involves higher review, unnecessary here. "Transfer the lead" (E) shifts ownership, not applicable post-qualification. The answer (Ans: 4) follows Oracle's lead-to-opportunity conversion process.

NEW QUESTION # 42

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