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Complete Guide to SAP C_THR84_2411 Exam Preparation

C_THR84_2411 Exam Details, Sample Questions, and Practice Test

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SAP C_THR84_2411 Exam Syllabus Topics:

Topic	Details
Topic 1	• Job Delivery: This section of the exam measures skills of implementation consultants and addresses how job postings are distributed to the career site and external job boards. It also includes monitoring and troubleshooting delivery status.
Topic 2	• Site Setup: This section of the exam measures skills of HRIS analysts and focuses on the initial setup of the career site. It involves basic configurations that lay the groundwork for all candidate-facing components within the system.
Topic 3	• Other Career Site Setup: This section of the exam measures skills of HRIS analysts and focuses on configuring additional site elements not covered under core pages and styles. It includes integrating tracking pixels, links, and secondary configuration options that enhance candidate experience.
Topic 4	• Candidate Relationship Management: This section of the exam measures skills of implementation consultants and focuses on tools used to engage passive candidates and manage talent pipelines. It includes setting up campaigns, templates, and workflows to improve long-term recruiting outcomes.
Topic 5	• Candidate Experience Overview and Project Kickoff: This section of the exam measures skills of implementation consultants and covers the foundational understanding of the candidate experience within SAP SuccessFactors. It includes preparing for a project kickoff, clarifying scope, and identifying critical configurations early in the implementation lifecycle.
Topic 6	• Career Site Builder Global Settings and Global Styles: This section of the exam measures skills of HRIS analysts and covers the configuration of global settings and styles that define the site's look and feel. It involves managing branding elements such as fonts, colors, and layouts that apply across all pages.
Topic 7	• Career Site Builder Pages and Components: This section of the exam measures skills of implementation consultants and deals with configuring and organizing pages within Career Site Builder. It includes adding and modifying components such as headers, footers, images, and dynamic content blocks.
Topic 8	• Career Site Design and Accessibility: This section of the exam measures skills of implementation consultants and includes topics related to user interface design and ensuring that the career site is accessible across devices and for all user groups. The emphasis is on best practices in usability and compliance.
Topic 9	• Implement Advanced Analytics: This section of the exam measures skills of HRIS analysts and covers setting up analytics tools for tracking site engagement, job view metrics, and candidate application behavior. It enables stakeholders to measure effectiveness and adjust strategies accordingly.

SAP Certified Associate - Implementation Consultant - SAP SuccessFactors Recruiting: Candidate Experience Sample Questions (Q69-Q74):

NEW QUESTION # 69

Which are some leading practices when using a link on a career site? Note: There are 3 correct answers to this question.

- A. Include multiple links to the customer's corporate site.
- B. If blue text is used on the site, ensure that it's always used to represent links.
- C. Populate the title text for each link.
- D. All external links from the career site should open in the same browser window.
- E. When a user clicks on the link, immediately display what the user expects to see.

Answer: B,C,E

Explanation:

Comprehensive and Detailed In-Depth Explanation: Links on Career Site Builder (CSB) sites should be intuitive, accessible, and user-friendly, aligning with web standards. Let's evaluate the leading practices:

* Option A (Populate the title text for each link): Correct. Title attributes improve accessibility and provide context for screen

readers and SEO.

* SAP Documentation Excerpt: From the Career Site Builder Accessibility Guide: "Populate the title attribute for each link (e.g., title='View Sales Jobs') to enhance accessibility for screen readers and provide context for search engines."

* Reasoning: On careers.bestrun.com, a link `<a href="/sales" title="View Sales Jobs">Sales</a>` helps a visually impaired user understand the destination via JAWS. This is set in CSB > Pages > Link Settings.

* Practical Example: "Best Run" adds "View All Jobs" title text, improving usability.

* Option D (When a user clicks on the link, immediately display what the user expects to see):

Correct. Links must meet user expectations for trust and efficiency.

* SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "Ensure that clicking a link immediately displays the expected content, such as a job list for 'View Jobs,' to maintain candidate trust and usability."

* Reasoning: A "Careers" link on www.bestrun.com should load careers.bestrun.com, not a 404 error. This is tested post-configuration.

* Practical Example: "Best Run" ensures "Apply Now" links to the application form, verified in a user test.

* Option E (If blue text is used on the site, ensure that it's always used to represent links): Correct.

Consistent styling signals interactivity.

* SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "If blue text is designated for links, apply it consistently across the site to signal clickable elements to candidates."

* Reasoning: On careers.bestrun.com, blue "Learn More" links (e.g., #0000FF) distinguish from black text, set in CSB > Global Styles > Link Color.

* Practical Example: "Best Run" uses blue for all links, tested for uniformity.

* Option B: Incorrect. Multiple corporate links clutter the site; one is sufficient.

* Option C: Incorrect. External links typically open in new tabs for UX, configured with target="_blank".

* Why A, D, E: These enhance usability and accessibility, per SAP. SAP's link practices support A, D, E.

References: SAP SuccessFactors Recruiting: Candidate Experience - Career Site Builder Accessibility Guide.

NEW QUESTION # 70

In addition to their Career Site Builder (CSB) site, some customers also maintain career information on a site they host externally. The content of what type of page is most often hosted by a customer externally and linked with their CSB site?

- A. Map page
- B. Category page
- C. Landing page
- **D. Content page**

Answer: D

Explanation:

Comprehensive and Detailed In-Depth Explanation: In SAP SuccessFactors Recruiting: Candidate Experience, Career Site Builder (CSB) is a fully hosted solution for career sites, but some customers maintain supplemental career-related content on external sites (e.g., their corporate website) and link it to CSB. Let's analyze why "Content page" is the most common type hosted externally:

* Option A (Content page): Correct. Content pages, such as "About Us," "Company Culture," or

"Benefits," provide static, informational content about the employer. These are frequently hosted on a customer's corporate site because they align with broader branding efforts and may already exist outside the CSB scope. Linking these to CSB ensures candidates can access detailed company info without duplicating it in CSB.

* SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "Customers often maintain content pages, such as 'About Us' or 'Our Values,' on their externally hosted corporate websites. These can be linked from the CSB site via external type links in the header or footer to provide candidates with additional employer information."

* Reasoning: Imagine a company like "Best Run Corp." Their CSB site (careers.bestrun.com) focuses on job listings, but their corporate site (www.bestrun.com) has an "About Us" page detailing their history. A header link in CSB to this external content page enhances the candidate experience without overloading CSB with non-job content.

* Practical Example: In a multi-brand scenario, a customer might link to a corporate "Diversity" page to reinforce their employer brand consistently across platforms.

* Option B (Map page): Incorrect. A "Map page" isn't a standard CSB page type. While CSB integrates Google Maps for job locations, customers rarely host standalone map pages externally, as this functionality is embedded within CSB's search experience.

* Option C (Landing page): Incorrect. Landing pages in CSB are campaign-specific (e.g., for a hiring event) and typically hosted within CSB to leverage data capture forms and job links. External landing pages are less common for career info.

* Option D (Category page): Incorrect. Category pages (e.g., "Sales Jobs") display job listings and are core to CSB's purpose. Hosting them externally defeats CSB's job-centric design.

* Why A is Most Often Chosen: Content pages are static and informational, making them ideal for external hosting where customers already manage broader website content, whereas CSB excels at dynamic job-related pages. SAP's guidance on integrating external

resources supports this. References:

SAP SuccessFactors Recruiting: Candidate Experience - Career Site Builder Administration Guide (External Links and Page Types).

NEW QUESTION # 71

What results can you expect if the sitewide metadata is set up as shown below in Career Site Builder (CSB)?

Page Title:	Jobs at Best Run
Meta Keywords:	Sales, Engineering, Human Resources, Management Jobs
Meta Description:	Apply online for jobs at Best Run: Engineering Jobs, Sales Jobs, Human Resources Jobs, and more

Note: There are 2 correct answers to this question.

- A. Populating the Meta Keywords field is much more important than using keywords in the page content.
- B. When Jobs at Best Run is returned in search engine results it will display as a link to the CSB site.
- C. Assuming that metadata leading practices have been followed when a user opens a Category page on the site Jobs at Best Run will display on the browser tab.
- D. When a user opens the home page for the site Jobs at Best Run will display on the browser tab.

Answer: A,C

NEW QUESTION # 72

Which of the following are leading practices for using images on a Career Site Builder site? Note: There are 3 correct answers to this question.

- A. Unique alt text should be populated for all images in all languages.
- B. Select images that have a strong focal point.
- C. All images on a Career Site Builder site should be oriented as portrait, NOT landscape.
- D. Alt Text is NOT required for logos on the site.
- E. Do NOT use embedded text on images.

Answer: A,B,E

Explanation:

Comprehensive and Detailed In-Depth Explanation: Images in Career Site Builder (CSB) enhance visual appeal and accessibility, requiring careful consideration to meet standards like WCAG 2.1. Let's delve into the options:

* Option A (Select images that have a strong focal point): Correct. Images with a clear focus (e.g., a person's face) engage candidates and improve visual hierarchy.

* SAP Documentation Excerpt: From the Career Site Builder Accessibility Guide: "Leading practice recommends selecting images with a strong focal point to draw candidate attention and enhance the visual experience on the CSB site."

* Reasoning: A photo of a smiling employee on careers.bestrun.com/home stands out over a blurry group shot, guiding the eye to key content. This is configured in CSB > Pages > Image Upload.

* Practical Example: For "Best Run," choosing an image of a team leader for the "About Us" page increases engagement.

* Option C (Do NOT use embedded text on images): Correct. Embedded text (e.g., "Join Us" on a banner) isn't accessible to screen readers or searchable, violating SEO and accessibility norms.

* SAP Documentation Excerpt: From the Career Site Builder Accessibility Guide: "Avoid using embedded text on images, as it cannot be read by screen readers and may not be indexed by search engines; use alt text instead."

* Reasoning: Instead of embedding "Apply Now" on an image, use HTML text with CSS styling in CSB > Global Styles, ensuring accessibility for users with JAWS.

* Practical Example: "Best Run" replaces a text-over-image banner with a styled "Apply Now" button.

* Option E (Unique alt text should be populated for all images in all languages): Correct. Alt text describes images for accessibility and must reflect content in each locale.

* SAP Documentation Excerpt: From the Career Site Builder Localization Guide: "Populate unique alt text for all images in each language to ensure accessibility and relevance for candidates across locales."

* Reasoning: For an image of a team on careers.bestrun.com, alt text is "Best Run team meeting" (en_US) and "Reunion de l'équipe Best Run" (fr_FR), set in CSB > Pages > Image Settings.

* Practical Example: "Best Run" updates alt text for a logo across en_US, fr_FR, and es_ES.

* Option B (Alt Text is NOT required for logos): Incorrect. WCAG 2.1 mandates alt text for all images, including logos, for

accessibility (e.g., "Best Run Logo").

* Option D (All images should be oriented as portrait): Incorrect. Orientation (portrait or landscape) depends on design needs, not a universal rule.

* Why A, C, E: These align with accessibility and engagement standards, per SAP. SAP's accessibility guidelines support A, C, E. References: SAP SuccessFactors Recruiting: Candidate Experience - Career Site Builder Accessibility Guide.

NEW QUESTION # 73

Assume that the first time a candidate visited your customer's Career Site Builder site, they disabled LinkedIn cookies. But on their second visit, the candidate wants to enable LinkedIn cookies so they can use Apply with LinkedIn. How can they do this?

- A. The consultant must configure a link in the header or footer to allow candidates to access the Cookie Consent Manager to change their cookie preferences.
- B. Once selected, it is NOT possible to change cookie preferences on a CSB site.
- C. The consultant must configure a component on the home page of the CSB site that allows candidates to Accept All Cookies.
- D. The cookie banner automatically appears each time a candidate visits the CSB site so they can select Modify Cookie Preferences.

Answer: A

Explanation:

Comprehensive and Detailed In-Depth Explanation: Cookie management in CSB complies with privacy laws (e.g., GDPR), allowing candidates to adjust preferences like enabling LinkedIn cookies for features like Apply with LinkedIn. Let's analyze:

* Option A (The consultant must configure a link in the header or footer to allow candidates to access the Cookie Consent Manager to change their cookie preferences): Correct. CSB's Cookie Consent Manager lets candidates revisit and modify settings via a persistent link.

* SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "To allow candidates to modify cookie preferences after their initial choice, configure a link in the header or footer (e.g., 'Cookie Settings') that opens the Cookie Consent Manager, enabling changes such as enabling LinkedIn cookies."

* Reasoning: If a candidate disables LinkedIn cookies initially, they can't use Apply with LinkedIn (which requires cookies for authentication). A footer link like "Manage Cookies" reopens the manager, where they toggle LinkedIn cookies on.

* Practical Example: For "Best Run Corp," a footer link `<a href="#" onclick="showCookieConsent()">Cookie Preferences</a>` triggers the manager, allowing "Enable LinkedIn" to be checked.

* Option B: Incorrect. A home page component to "Accept All Cookies" overrides prior choices but isn't a standard feature and risks non-compliance with opt-in laws.

* Option C: Incorrect. Preferences are adjustable, not permanent, per SAP's design for flexibility.

* Option D: Incorrect. The cookie banner appears only on the first visit or after cache clear, not every visit, to avoid annoyance.

* Why A: SAP mandates a candidate-controlled method to revisit preferences, making A the only compliant, practical solution.

SAP's cookie consent design supports A. References: SAP SuccessFactors Recruiting: Candidate Experience - Career Site Builder Administration Guide (Cookie Consent).

NEW QUESTION # 74

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