

SAP CRM Interview Questions And Answers Guide.



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SAP CRM Job Interview Preparation Guide.

Question # 1

What is master data in sap crm?

Answer:-

Master Data is org & CP basic data which are mandatory for creating org & CP in CRM system.

EX: Org Name & address details & Contact details and CP related Names and contact details

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Question # 2

How is the job market for sap crm?

Answer:-

Market for CRM not too good it is just ok...

the main problem is no one is perfect so we dont get guidance from anybody.....we have to struggle ourselves.

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Question # 3

Suppose we have created a organizational structure in a non-sap system and how we will transfer this organizational structure to another non-sap systems?

Answer:-

Through Batch job we can transfer non spa org struture to another non sap org structure.

we can transfer non sap to sap and sap to non sap through Batch Job..

check SM36

To monitor batch job SM37

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Question # 4

Whether sap consultant work on development server or testing server?

Answer:-

It depends on the Landscape of your environment

Example: Sandbox â€" Development â€" Testing or Quality - Production

In support process usually you replicate the issue that the user has got in the testing or quality environment and then try for a solution.

In Implementation, sandbox is used as a rough book to try implementing and doing experiments, later you do a clean configuration in Development and then transport the same to Testing or Quality and finally go live to the production environment.

Note: The above mentioned is just an example, the landscape and process can be different from organization to organization.

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Question # 5

What is difference between ECC & CRM?

**Answer:-**

Simple words ECC is R/3 and you know what CRM is

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Question # 6

In Delta download which table is retrieve from R/3 to CRM?

Answer:-

It's not just one table or a specific table that is retrieved from R/3 to CRM. Based on the filters set initially for different object types whenever the data is modified or deleted the same will be replicated to CRM from R3 in the form of Bdocs or Idocs.

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Question # 7

How to enhance BP?

Answer:-

You can enhance the business partner from Easy Enhancement Workbench (EEW)
Key features of the Easy Enhancement Workbench include the following:

- i) Wizard for adding new fields and new tables to business
 - ii) partner master data
 - iii) No required detailed knowledge of the development environment and data model
- Wizards for the extension process

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Question # 8

what is the action profile in sap crm?
how to use complaints and returns life cycle in service process?

Answer:-

Action Profile is a Post Processing Frame work (PPF) which gives some output (like as smart form, fax, document) on given conditions. And this is used in every place in SAP CRM where we define the Conditions for the successful implementation of the activity. like in Opportunity Management, Monitoring the Activity of the enterprise employees etc.

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Question # 9

What is the relation between crm and sapr3 architecture?

Answer:-

R 3 Means (Three tier architecture) 1st Tier (R1)
launched at the time of SAP inception with five x ibm employees , later on 2 nd & 3 rd tier had come in the form of advanced . Now latest is My SAP CRM.
R 3 actual Nomenclature is (ECC - Enterpruener Central Component)
CRM acts as a central server attached to its external systems such as (BIW , ECC & Third party systems , etc).
Eg : If a client has already had installed SAP ECC (R3) and wants to upgrade with SAP CRM , in this scenario , we have to integrate or fetch some data related to Sales , Pricing Conditions etc thru R 3 / ECC .
This is done thru middle ware concept (connectivity) , for which you should posses knowledge on the middleware concepts

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Question # 10

What is the difference between R/3 AND CRM?

Answer:-

R/3: ERP
CRM: Customer Centric Extended ERP, process, functions revolves around Customer.
R/3: Three Tier architecture, Client, Server product
CRM: Internet enabled, no need to have client software. Only internet browser

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Question # 11



Can we download data from datasets/Info sets?

Answer:-

Attribute sets, Info sets, BW query and ELM are the different data sources for segmentation.

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Question # 12

What is the rule of organizational determination?

Answer:-

There are two types of Organizational determination rules.

Organization determination rule: The respective organization is determined based on the organization or general attributes assigned to the organization in the organizational model.

Responsibility rule: In this rule, the Org attributes are not considered and the responsible Organization unit is assigned directly.

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Question # 13

Explain some example of business object, customizing object, condition object?

Answer:-

business objects are business partner sales order etc
customizing objects are customizing country, customizing time zone etc, conditions objects are pricing related

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Question # 14

What is the standard transaction type for quotation?

Answer:-

Transaction type - AG
Item category - AGN

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Question # 15

What is Activity Journal?

Answer:-

With activity journals, you can record and update information gathered from customer visit or telephone calls. For example activity journals can contain:

- . Products or product categories
- . Product-related information such as what products were discussed with the customer or the number of samples given to the customer

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Question # 16

What is Action Profile?

Answer:-

- 1) You assign an action profile directly to a transaction type/item category.
- 2) Action profile consist of actions
- 3) Actions consist of schedule conditions, Start conditions, processing types and process time.

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Question # 17

What is mapping? How it is done?

Answer:-

Can you please elaborate the question, what kind of mapping are you talking about, mapping is done in External list management

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Question # 18



How many tabs are there in navigation bar?

Answer:-

Navigation bar concept comes in WEB UI
The navigation bar profile is defined in CRMC_UI_NBLINKS
Based on how you define, you can have different work centers for different Navigation bar profiles

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Question # 19

What is Task & Activity?

Answer:-

Basically there are two kinds of Activities, which are called as Tasks and Business activities.
A Business activity contains information about business partner interaction on a particular date
A Task contains information about what one or more employees have to complete by a particular date.
In very simple words Tasks are activities in which the BP is not involved and activities are in which the BP data is involved.

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Question # 20

How to integrate R/3 with CRM?

Answer:-

To exchange data between ECC (R3) and CRM systems we need to maintain connectivity for both systems. Please ask your Basis consultant to do the following configuration.
Maintain Logical Systems in both systems and link with respective clients.
Maintain RFC destinations in both systems pointing to each other system.
Maintain Number ranges as mirror images in both systems.
Ex: Maintain same number range in ECC as Internal and in CRM as External or vice versa.

Below are the steps for the integration between R 3 & CRM :
SAP ECC :

- 1) Define logical system for ECC (Name)
- 2) Define logical system for CRM (To establish the cross connection)
- 3) Identify the data which you wanted to copy to crm
- 4) Assign logical system to the client

SAP CRM :

- 1) Define logical system for CRM
- 2) Define logical system for ECC
- 3) Assign logical system to client
- 4) Copy the required data from ECC .

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Question # 21

Quotation transaction type comes under which functionality in CRM?

Answer:-

Quotation transaction type: AG

Functionality:

1. Create or Generate leads with Marketing Campaign
2. Track, qualify and close oppt
3. Manage and track ERP quotations
4. Process ERP Sales Orders
5. Fulfill logistics needs
6. Process invoices in ERP
7. Manage account payables

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Question # 22

How many types of campaign are there?

Answer:-

There are different types of campaigns like E-mail campaigns, Call list can be generated, Campaigns can be run to create leads etc.,

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Question # 23

What type of Business Scenario you are following in you Project? Business Scenario means what?

Answer:-

Business scenario is nothing but what is the process, like for example how is the CRM application used by your client.

Example: for us the sales reps from different location in US raise the sales orders in the CRM system and they flow to R/s and we also implemented the marketing module to run the e-mail campaigns for the product promotions.

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Question # 24

How to find target group & what is the flow of BP to Target group?

Answer:-

In marketing to execute a campaign you need a Target group.

Target group in simple words is nothing but a group of BP's. You can create a target group in segment builder (T-code CRMD_MKTSEG).

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Question # 25

At the time of Implementation, What type of problem you generally face?

Answer:-

There will be different phases in Implementation, you actually do a lot of brain storming sessions in the blue print phase and in the realization phase you do all your trials and configurations or may be experiments :) in the sand box. So you can't really say there are specific problems. It actually involves a lot of discussions.

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