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Exam : **C-THR84-2505**

Title : SAP Certified Associate -
Implementation Consultant -
SAP SuccessFactors Recruiting:
Candidate Experience

Vendor : SAP

Version : DEMO

NO.1 What are some of the search engine optimization (SEO) leading practices achieved by creating a career site with Career Site Builder (CSB)? Note: There are 3 correct answers to this question.

- A.** CSB uses metadata to help ensure that jobs and pages are search engine-friendly.
- B.** A new site map is created and delivered to Google and Bing weekly.
- C.** The jobs posted to CSB sites are accessible to website crawlers.
- D.** CSB automatically populates hidden text on every page with the keywords provided in the metadata.
- E.** CSB supports creating Category pages to host jobs, which helps build SEO value more than specific job postings.

Answer: A C E

Explanation:

Comprehensive and Detailed In-Depth Explanation:

SEO in Career Site Builder (CSB) enhances visibility on search engines like Google by leveraging structured design and content. Let's explore:

- * Option A (CSB uses metadata to help ensure that jobs and pages are search engine-friendly): Correct. Metadata (e.g., Page Title, Meta Keywords, Meta Description) optimizes pages for indexing.
 - * SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "CSB leverages metadata, including Page Title, Meta Keywords, and Meta Description, configured in Site Settings, to ensure that job pages and content are optimized for search engines, improving discoverability."
 - * Reasoning: For "Best Run," setting "Jobs at Best Run" as Page Title and "Sales, Engineering" as Meta Keywords makes careers.bestrun.com searchable for "Best Run jobs." This is configured in CSB > Site Settings.
 - * Practical Example: A Google search for "engineering jobs" shows "Jobs at Best Run" with the Meta Description snippet.
 - * Option C (The jobs posted to CSB sites are accessible to website crawlers): Correct. CSB's HTML structure allows crawlers to index job content.
 - * SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "Jobs posted to CSB sites are designed to be accessible to website crawlers, with structured data and URLs that allow search engines to index each job posting effectively."
 - * Reasoning: Unlike ATS systems with login walls, careers.bestrun.com/job/123 offers public HTML (e.g., <h1>Job Title</h1>), readable by Googlebot.
 - * Practical Example: "Best Run" confirms 100% job indexation via Google Search Console.
 - * Option E (CSB supports creating Category pages to host jobs, which helps build SEO value more than specific job postings): Correct. Category pages provide evergreen, keyword-rich content.
 - * SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "Creating Category pages (e.g., 'Sales Jobs') in CSB builds SEO value by providing persistent, keyword-rich pages that outlast individual job postings, driving organic traffic over time."
 - * Reasoning: careers.bestrun.com/sales-jobs ranks for "sales jobs" longer than a single job page that expires, configured in CSB > Pages.
 - * Practical Example: "Best Run"'s "Engineering Jobs" page boosts rankings over a deleted "Engineer" job.
 - * Option B: Incorrect. The sitemap is submitted once post-production, not weekly, via Google Search Console.
 - * Option D: Incorrect. Hidden text violates SEO guidelines; metadata is visible and legitimate.
- : SAP SuccessFactors Recruiting: Candidate Experience - Career Site Builder Administration Guide (SEO

Optimization).

NO.2 When setting up Real Time Job Sync, where will you find the values to populate the Service Provider Settings in Provisioning? Note: There are 2 correct answers to this question.

- A.** The URLs, Username, and Password are from CSB > Tools > Manage API Credentials.
- B.** The API Key, Username, and Password are from CSB > Tools > Manage API Credentials.
- C.** The Security Key is from CSB > Settings > Site Configuration > Site Integrations.
- D.** API Key is from CSB > Settings > Site Configuration > Site Integrations.

Answer: B C

Explanation:

Comprehensive and Detailed In-Depth Explanation:

Real Time Job Sync connects Career Site Builder (CSB) to Recruiting Management, requiring specific credentials and keys in Provisioning's Service Provider Settings. Let's explore the sources:

* Option B (The API Key, Username, and Password are from CSB > Tools > Manage API Credentials): Correct. These credentials authenticate the sync between CSB and the SAP system.

* SAP Documentation Excerpt: From the Implementation Handbook: "In CSB > Tools > Manage API Credentials, obtain the API Key, Username, and Password required to populate the Service Provider Settings in Provisioning for Real Time Job Sync."

* Reasoning: In CSB, navigate to Tools > Manage API Credentials, generate or retrieve these values (e.g., API Key: "abc123", Username: "admin"), and input them into Provisioning > Company Settings > Service Provider Settings. This ensures secure data flow from job requisitions to the CSB site.

* Practical Example: For "Best Run," a consultant copies "API Key: xyz789" from CSB and pastes it into Provisioning, tested successfully in a sandbox.

* Option C (The Security Key is from CSB > Settings > Site Configuration > Site Integrations): Correct. The Security Key secures the integration endpoint, a critical component for sync activation.

* SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "The Security Key, found in CSB > Settings > Site Configuration > Site Integrations, is used in the Service Provider Settings to enable secure Real Time Job Sync between CSB and Recruiting Management."

* Reasoning: In CSB > Settings > Site Configuration > Site Integrations, locate the Real Time Job Sync section, copy the Security Key (e.g., "sec456"), and add it to Provisioning. This key validates the connection, preventing unauthorized access.

* Practical Example: For "Best Run," entering "sec456" in Provisioning enables sync, verified by job data appearing on careers.bestrun.com.

* Option A (The URLs, Username, and Password are from CSB > Tools > Manage API Credentials) : Incorrect. URLs are system-generated in Provisioning or CSB documentation, not retrieved from Manage API Credentials, which focuses on authentication tokens.

* Option D (API Key is from CSB > Settings > Site Configuration > Site Integrations): Incorrect. The API Key is sourced from Manage API Credentials, not Site Integrations, which provides the Security Key.

: SAP SuccessFactors Recruiting: Candidate Experience - Implementation Handbook; Career Site Builder Administration Guide.

NO.3 It is important for customers to be able to report on which candidates arrived at their Career Site Builder (CSB) site from their corporate site. What are the actions you need to take to facilitate this reporting? Note:

There are 2 correct answers to this question.

- A.** Deliver source-coded backlinks so that your customer can replace all links from their externally-hosted sites to their CSB site.
- B.** Recommend that your customer opt-in for the Organic Network.
- C.** Add a campaign code to all XML job feeds that you create for your customer.
- D.** Submit the Referral Engine Task support ticket after moving your customer's CSB site to production.

Answer: A D

Explanation:

Comprehensive and Detailed In-Depth Explanation:

Tracking candidates from a corporate site to CSB requires source attribution for accurate reporting in Advanced Analytics. Let's detail the necessary actions:

- * Option A (Deliver source-coded backlinks so that your customer can replace all links from their externally-hosted sites to their CSB site): Correct. Backlinks with UTM parameters (e.g., ?source=corporate) enable tracking of candidate origins.
 - * SAP Documentation Excerpt: From the Advanced Analytics Guide: "Provide source-coded backlinks (e.g., careers.company.com/?source=corporate) to the customer for placement on their corporate site, allowing Advanced Analytics to report on candidates arriving from these links."
 - * Reasoning: Replacing www.bestrun.com/careers with careers.bestrun.com/?source=corp tracks referrals. The consultant provides a link template (e.g., careers.bestrun.com/?utm_source=corporate&utm_medium=web&utm_campaign=referral) for the customer to implement on their site.
 - * Practical Example: For "Best Run," the customer updates www.bestrun.com/careers to the coded link, and AA shows 50 candidates from this source in March 2025.
 - * Option D (Submit the Referral Engine Task support ticket after moving your customer's CSB site to production): Correct. The Referral Engine enhances tracking of external referrals, requiring a support ticket for activation.
 - * SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "After moving the CSB site to production, submit the Referral Engine Task support ticket to enable advanced tracking of candidate referrals from external sites, such as the corporate website, in reporting tools."
 - * Reasoning: Post-production (e.g., March 1, 2025), the consultant submits a ticket via the SAP Support Portal, requesting Referral Engine setup. This backend feature processes referral data for AA.
 - * Practical Example: For "Best Run," the ticket activates tracking, and a report shows 75% of referrals from www.bestrun.com.
 - * Option B (Recommend that your customer opt-in for the Organic Network): Incorrect. The Organic Network is unrelated to corporate site tracking; it's for organic search optimization.
 - * Option C (Add a campaign code to all XML job feeds): Incorrect. XML feeds track job board sources, not corporate site referrals.
- : SAP SuccessFactors Recruiting: Candidate Experience - Advanced Analytics Guide; Career Site Builder Administration Guide.

NO.4 What are some leading practices to create locales in Career Site Builder? Note: There are 2 correct answers to this question.

- A.** Create the Home page for the locale instead of duplicating it from the default locale.
- B.** Use Google Translate to translate text for locales.
- C.** Follow the same layout for the localized pages as the default locale.

D. If the customer requires only one language and it is NOT en_US, you can change the default locale

Answer: C D

Explanation:

Comprehensive and Detailed In-Depth Explanation:

Creating locales in Career Site Builder (CSB) ensures a consistent multi-language experience for candidates.

Let's evaluate the leading practices:

* Option C (Follow the same layout for the localized pages as the default locale): Correct.

Maintaining a consistent layout across locales enhances usability and reduces confusion.

* SAP Documentation Excerpt: From the Career Site Builder Localization Guide: "A leading practice is to maintain the same page layout for localized pages as the default locale, ensuring a consistent candidate experience regardless of language."

* Reasoning: If the en_US Home page has a banner, job search bar, and footer, the fr_FR version should mirror this structure (e.g., careers.bestrun.com/fr). This is configured in CSB > Pages > Layout, ensuring navigation remains intuitive.

* Practical Example: For "Best Run," the French Home page retains the same two-column layout as English, with "Rechercher des emplois" replacing "Search Jobs."

* Option D (If the customer requires only one language and it is NOT en_US, you can change the default locale): Correct. Flexibility to set a non-default language simplifies single-language sites.

* SAP Documentation Excerpt: From the Career Site Builder Localization Guide: "When a customer requires only one language and it is not en_US (e.g., fr_FR), the default locale can be changed in CSB settings to match the customer's primary language."

* Reasoning: In CSB > Settings > Site Configuration > Locales, changing the default from en_US to fr_FR ensures all system text (e.g., "Apply") appears as "Soliciter" from the start, avoiding translation overhead.

* Practical Example: For a French-only "Best Run" site, setting fr_FR as default eliminates en_US prompts, verified in a sandbox.

* Option A (Create the Home page for the locale instead of duplicating): Incorrect. Duplicating the default locale's Home page is faster and ensures consistency, as creating from scratch risks misalignment.

* Option B (Use Google Translate): Incorrect. Google Translate lacks precision for technical or brand-specific terms; manual or professional translation is recommended to avoid errors.

NO.5 What are some of the responsibilities of a functional consultant on a Career Site Builder (CSB) implementation? Note: There are 2 correct answers to this question.

A. Build the customer's CSB site using custom plugins.

B. Work with the customer to develop a job distribution strategy.

C. Ensure that the job data supports the customer's recruiting strategy.

D. Implement backlinks on the customer's corporate web site that link to their CSB site.

Answer: B C

Explanation:

Comprehensive and Detailed In-Depth Explanation:

A functional consultant's role in a CSB implementation focuses on strategy and configuration:

* Option B (Work with the customer to develop a job distribution strategy): Correct. Consultants

collaborate with customers to align job distribution (e.g., via XML feeds, Recruiting Posting) with recruitment goals.

* SAP Documentation Excerpt: From the Implementation Handbook: "The functional consultant is responsible for working with the customer to define a job distribution strategy, ensuring that job postings are effectively delivered to target sources using Career Site Builder and Recruiting Marketing tools."

* Option C (Ensure that the job data supports the customer's recruiting strategy): Correct. Consultants configure job fields and mappings to reflect strategic priorities (e.g., key roles, locations).

* SAP Documentation Excerpt: From the Implementation Handbook: "A key responsibility of the functional consultant is to ensure that job data, including requisition fields and mappings, supports the customer's recruiting strategy within the CSB implementation."

* Option A (Build the customer's CSB site using custom plugins): Incorrect. Custom plugins are technical enhancements outside a functional consultant's typical scope; CSB uses standard tools.
: SAP SuccessFactors Recruiting: Candidate Experience - Implementation Handbook (Consultant Responsibilities).

NO.6 Based on leading practices, which of the following page types can contain job listings?

A. Content page

B. Home page

C. Category page

D. Landing page

Answer: C

Explanation:

Comprehensive and Detailed In-Depth Explanation:

In CSB, page types serve distinct purposes:

* Option C (Category page): Correct. Category pages are designed to display job listings grouped by criteria (e.g., department, location), a leading practice for job visibility.

* SAP Documentation Excerpt: From the Career Site Builder Administration Guide: "Category pages are the primary page type for displaying job listings, allowing candidates to browse jobs filtered by categories such as job type or location, per leading practices."

* Option A (Content page): Incorrect. Content pages (e.g., "About Us") provide static information, not job listings.

* Option B (Home page): Incorrect. The home page may feature select jobs (e.g., featured jobs), but it's not primarily for listings.

NO.7 Which of the following can you use to explore released APIs?

A. SAP Application Interface Framework

B. SAP Business Accelerator Hub

C. SAP Integration Suite

Answer: B

Explanation:

Comprehensive and Detailed In-Depth Explanation:

Exploring released APIs is essential for integration planning in SAP SuccessFactors. Let's evaluate the options:

* Option B (SAP Business Accelerator Hub): Correct. This is SAP's official platform for discovering APIs

across its portfolio, including SuccessFactors.

* SAP Documentation Excerpt: From the SAP SuccessFactors Integration Strategy Guide: "The SAP Business Accelerator Hub (previously API Business Hub) is the recommended tool to explore released APIs for SAP SuccessFactors, providing detailed documentation, endpoints, and sample requests for integration purposes."

* Reasoning: At hub.sap.com, users access APIs like the Recruiting OData API (e.g., /odata/v2/JobRequisition) with specs, schemas, and sandbox testing. It's designed for developers to review endpoints for CSB integrations.

* Practical Example: For "Best Run," a consultant visits the Hub, searches "SuccessFactors Recruiting," and reviews the OData API, downloading a sample GET /JobRequisition?\$filter=status eq 'Open' on March 4, 2025.

* Option A (SAP Application Interface Framework): Incorrect. AIF monitors and customizes interfaces in SAP ERP, not for exploring SuccessFactors APIs.

* Option C (SAP Integration Suite): Incorrect. This toolset builds integrations, not a discovery platform for released APIs.

: SAP SuccessFactors - Integration Strategy Guide (API Exploration); SAP Business Accelerator Hub Documentation.

NO.8 Which of the following quick links are available in Command Center? Note: There are 3 correct answers to this question.

A. Delete Jobs

B. Career Site Builder

C. Career Site

D. Recruiting Advanced Analytics

E. API Credentials

Answer: B C D

Explanation:

Comprehensive and Detailed In-Depth Explanation:

Command Center in SAP SuccessFactors Recruiting Marketing serves as a centralized hub for managing key tools and processes. Let's examine the available quick links:

* Option B (Career Site Builder): Correct. This link provides direct access to the CSB administrative interface for site configuration.

* SAP Documentation Excerpt: From the Recruiting Marketing Guide: "Command Center includes a quick link to Career Site Builder, enabling administrators to access CSB directly for site configuration and maintenance tasks."

* Reasoning: Clicking this link in Command Center opens CSB (e.g., to edit Global Styles or add pages), streamlining workflow for administrators managing careers.bestrun.com.

* Practical Example: A consultant at "Best Run" uses this to navigate to CSB and adjust the header layout.

* Option C (Career Site): Correct. This link allows a preview of the live CSB site as candidates see it.

* SAP Documentation Excerpt: From the Recruiting Marketing Guide: "The Career Site quick link in Command Center provides immediate access to view the customer's live career site as candidates see it."

* Reasoning: It opens a new tab to careers.bestrun.com, enabling real-time validation of design or job postings without logging into CSB admin.

* Practical Example: For "Best Run," a recruiter previews careers.bestrun.com to ensure the

"Sales Jobs" page loads correctly.

* Option D (Recruiting Advanced Analytics): Correct. This link directs to the AA dashboard for recruitment insights.

* SAP Documentation Excerpt: From the Advanced Analytics Guide: "From Command Center, the Recruiting Advanced Analytics quick link directs users to the analytics dashboard for reviewing recruitment metrics and trends."

* Reasoning: It provides access to reports on source performance or hires, critical for strategic decisions at careers.bestrun.com.

* Practical Example: A manager at "Best Run" clicks to view a graph of applications by source.

* Option A (Delete Jobs): Incorrect. Job deletion is handled in Recruiting Management (e.g., Applicant Workbench), not a Command Center link.

* Option E (API Credentials): Incorrect. API credentials are managed in CSB > Tools > Manage API Credentials, not Command Center.

: SAP SuccessFactors Recruiting: Candidate Experience - Recruiting Marketing Guide (Command Center); Advanced Analytics Guide.