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Question 1

Question Type: MultipleChoice

A university needs an email marketing tool that all program staff can use for mass communications. Program staff need to send emails that list missing application items to students. The items are stored on a custom object in Salesforce. It is important that program staff only have access to their own department's marketing materials, leads, prospects, and templates.

Which solution should the consultant recommend?

Options:

- A- Salesforce Mass Email
- B- Custom automation with an email alert
- C- Marketing Cloud
- D- Digital Engagement Messaging

Answer:

C

Question 2

Question Type: MultipleChoice

An Admissions Department is evaluating data analytics tools to help determine the likelihood that accepted students will enroll at its school.

Which solution should the consultant recommend?

Options:

- A- Advisor Link Pathways
- B- Tableau Prep Builder
- C- Einstein Next Best Action
- D- Einstein Prediction Builder

Answer:

D

Question 3

Question Type: MultipleChoice

A university joined the Open Source Commons & Community Sprints group in the Power of Us Hub. However, they were unable to find current or past Open Source Commons projects that meet their needs.

Which additional Power of Us Hub group can the consultant recommend so the university can find and collaborate on current open source projects?

Options:

- A-** Sector: Higher Education
- B-** SFDO Major Release Announcements
- C-** SFDO Open Source Contributors
- D-** CumulusCI (CCI)

Answer:

C

Question 4

Question Type: MultipleChoice

The university Development office wants to present social media ads to constituents who demonstrate low engagement in email campaigns. The department uses Marketing Cloud Corporate Edition for Campaign management.

Which Marketing Cloud product should the consultant recommend?

Options:

- A- Advertising Studio
- B- Social Studio
- C- Interaction Studio
- D- Email Studio

Answer:

B

Question 5

Question Type: MultipleChoice

A university's IT department and its consultant are integrating data from the Student Information System (SIS) to the Education Data Architecture (EDA). Advisors need to see a student's primary course of study.

Which object in EDA indicates a student's major?

Options:

- A- Education History
- B- Relationship
- C- Program Plan Requirement
- D- Affiliation

Answer:

D

Question 6

Question Type: MultipleChoice

A college needs to extend capabilities of its existing Salesforce environment that uses the Education Data Architecture (EDA). The college want to ensure that any future apps and configurations are compatible and support the Table Driven Trigger Management (TDTM) Functionality.

Options:

- A- Use the yaml file from Salesforce.org GitHub.
- B- Use a Salesforce.org community solution.
- C- Use third-party apps that are powered by EDA.
- D- Use third-party apps that are EDA ready.

Answer:

C, D

Question 7

Question Type: MultipleChoice

University Advancement staff are required to authenticate to internal systems both by logging in with a username and password and by authenticating vis an app on their phone.

Which identity management feature should the consultant recommend to meet this requirement?

Options:

A- Single sign-on

B- Multi-factor authentication

C- Connected apps

D- Social sign-on

Answer:

B

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