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QUESTION 1

Recruiters want to visualize the number of prospective students at various stages in the recruitment process. Which report chart should the consultant implement?

- A. Application Tabular report
- B. Education History dashboard
- C. Program Enrollment dashboard
- D. Opportunity Funnel report

Correct Answer: A

QUESTION 2

A university needs an email marketing tool that all program staff can use for masscommunications. 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?

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

Correct Answer: C

QUESTION 3

The Marketing department at a college emails former students twice a year informing them of upcoming fundraising events. The department is concern about the number of bounced emails it receives. Which solution should the Marketing team consider that will enable former students to update their email address?

- A. social Studio
- B. experience Cloud
- C. Salesforce Engage
- D. Salesforce Anywhere

Correct Answer: C



QUESTION 4

A university is implementing a student community and rolling it out to 20,000 students. The IT manager is concerned about the large increase in users accessing the system at any one time. Which three steps should the consultant recommend? Choose 3 answers

- A. Develop a Performance Testing Strategy.
- B. Confirm the university has enough login licenses.
- C. Identify areas that may impact governor limits.
- D. Use a third-party testing automation tool.
- E. Log a case with Salesforce Support to increase limits.

Correct Answer: ABC

QUESTION 5

A consultant has been working with a university to build a new student services solution using Salesforce. The consultant is preparing for User Acceptance Testing. Which item should be excluded from the testing scope?

- A. User experience in production
- B. Large data volumes
- C. Data load simulation
- D. Average versus peak performance

Correct Answer: A

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