

Salesforce Certified Marketing Cloud Administrator

1. A sales manager is receiving an "insufficient privileges" error when viewing a contact. The contact owner is under the manager in the role hierarchy. What is the reason the sales manager is not able to view the contact?

A. The contact owner has not selected the option to share contacts with others in the role hierarchy.

B. The contact sharing settings are private, so access to the record is limited to the contact owner and system administrator.

C. The account sharing settings are controlled by the parent, and the account owner is not under the sales manager's role.

D. The contact sharing settings are controlled by the parent, and the account owner is not under the sales manager's role.

Answer(s): C

2. Who can collaborate about your business with Salesforce Communities? Select 3

A. Partners

B. Suppliers

C. Competitors

D. Customers

E. Employees

Answer(s): A D E

3. Milestone actions determine what happens during a case support process and can trigger what type of workflow actions?

Select 3

A. SLA Breach

B. Success

C. Violation

D. Entitlement Breach

E. Warning

Answer(s): B C E

4. Service Entitlements in Service Cloud help you to: Select 3

A. Track your supplier performance.

B. Track the service levels you provide to your clients.

C. Verify if your customer is eligible for support.

D. Define and maintain service contracts.

Answer(s): B C D

5. How to create a report showing Company growth Year after Year. What function to use ?

A. PREVGROUPVAL

B. DATEVAL

C. PRIORVALUE

D. PARENTGROUPVAL

Answer(s): A

6. With Salesforce Knowledge integrated into your community, your customers can: Select 3

A. Access knowledge articles

B. Automatically access your customer accounts, contacts and opportunities.

C. Submit Cases

D. Access Self Service resources

Answer(s): A C D

7. When will account assignment rules automatically assign an opportunity to a territory

A. When opportunity has no assigned territory and account has been assigned to a territory

B. Account ownership was changed

C. Account has no assigned territory

D. Account has multiple territories

Answer(s): A

8. Which of the following are current limitations of Salesforce Knowledge? (@Winter 18) Select 3

A. You can have up to 100 groups in each category.

B. You can have up to 100 categories in each group.

C. You can define up to 5 category groups with only 3 active at any time.

D. You can define up to 5 category groups.

E. You can define up to 50,000 articles in total.

Answer(s): B C E

9. The administrator at Universal Containers wants to improve data quality by ensuring that all accounts have a Billing State/Province based upon the Billing Postal Code for that account. How can this be achieved? Choose 2 answers

A. Use validation rule to do a VLOOKUP of the Billing Postal Code to a custom object that maps postal codes to states/provinces

B. Use a trigger that populates Billing State/Province based on a custom object that maps postal codes to states/provinces

C. Use validation rule to do an HLOOKUP of the Billing Postal Code to a custom object that maps postal codes to states/provinces

D. Use a workflow that populates Billing State/Province based on a custom object that maps postal codes to states/provinces

Answer(s): A D

10. Which features make repetitive actions in the Service Console quicker and easier for agents? Select 3

A. Email Templates

B. Quick Text

C. Macros

D. Heuristic Logic

E. Predictive text

Answer(s): A B C

11. A Sales manager wants to implement a new B2B wherein when an opportunity is closed, it will add the name of the Account to the opportunity name

A. Use Apex trigger to add the Account name to the Opportunity name

B. Use validation to update the field

C. Create a workflow field update to concatenate Account name and Opportunity name

D. Use Rollup Summary field to concatenate

E. Create Approval process to add account and opportunity

Answer(s): C

12. What are some of the limitations of Service Entitlements? Select 3

A. Up to 1,000 entitlement processes can be created with up to 10 milestones each.

B. Entitlement processes do not apply to cases created via web-to-case or email-to-case unless you create some custom code to add them.

C. Once activated and applied to a case, milestone actions cannot be updated or deleted.

D. Up to 100 entitlement processes can be created with up to 10 milestones each

Answer(s): A B C

13. What password option is available for the administrator to set on content deliveries? Choose 3

A. Password protection is required

B. Password protection is optional and defaults to ON

C. Password protection is optional and defaults to OFF

D. Administrator provided default password

E. Password complexity rules

Answer(s): A B C

14. Knowledge Articles are classified into which structure to make searching easier?

A. Articles -> Groups

B. Record Types -> Categories

C. Categories -> Groups

D. Groups -> Categories

Answer(s): D

15. How can you as a System Administrator enforce standardization of tags in libraries to prevent duplicate tags? Choose 2

A. Change Tagging Field to multiselect picklist

B. Customize tags with contributor upon library creation

C. Enable workflow to send email alert for unnamed tags

D. Enable restrictive tagging

Answer(s): B D

16. Salesforce Communities replace the functionality that you may have previously read about (obsolete products):

Select one or more:

A. Account Portals

B. Customer Portals

C. Partner Portals

D. Service Portals

Answer(s): B C

17. What should an administrator consider when moving approval processes using a change set?

A. Change sets do not include the order of active approval processes from the source organization

B. The Unique Name of approval process is not allowed to be changed once deployed in the target organization

C. Custom fields on standard objects will need to be manually added in target organization

D. Change sets do not include the approval and rejection actions from the source organization

Answer(s): D

18. Capability of Territory management.

A. It grants access to records regardless of ownership

B. It grants access to record based on role hierarchy

C. It grants access to records based on profile

D. It grants access to record based on Ownership

Answer(s): A

19. Universal Containers uses territory management to manage its sales territories. Territory managers and sales reps are at the same role level in the sold hierarchy. Account and opportunity objects are set to private. What record access can territory managers have for accounts and opportunities that are assigned to their territories? Choose 3

A. Transfer all opportunities associated with accounts in the territory, regardless of who owns the opportunities.

B. Transfer and delete opportunities assigned to the territory, regardless of who owns the opportunities

C. Edit all opportunities associated with accounts in the territory, regardless of who owns the opportunities.

D. View all opportunities associated with accounts in the territory, regardless of who owns the opportunities

E. View edit transfer and delete accounts assigned to the territory, regardless of who owns the accounts.

Answer(s): C D E

20. If using the Salesforce Data Loader, you need to use your username, password and:
Select one:

A. Security Token.

B. A one-time password.

C. A CAPTCHA.

D. A security key.

Answer(s): A
