

# Data-Con-101 Exam Questions, Data-Con-101 Latest Test Prep

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## AINS 101 Exam Prep| Complete Questions Answered 100% Correctly| Updated 2024-2025

As a single mother on a very tight budget, Ciara is tempted to skimp on her insurance. However, her friend Mehmet tells her not to skimp on insurance, because it will help manage her cash flows. Which one of the following examples best illustrates Mehmet's point?

- A. Ciara needs her car to get to her job, and she needs her job to make car payments and pay for her car insurance.
- B. When her car's windshield breaks, Ciara has to pay only \$100 of the \$600 cost of replacing it.**
- C. When her car's transmission goes out a month after the warranty expires, Ciara is faced with a \$1,100 repair bill.
- D. Ciara finds it difficult to come up with a \$787 auto insurance premium every six months.

When her car's windshield breaks, Ciara has to pay only \$100 of the \$600 cost of replacing it.

Which one of the following statements is correct regarding the benefits provided by insurance?

- A. Insurance reduces the financial consequences of loss exposures but not the related uncertainty.**
- B. The primary role of insurance is to meet mandatory insurance requirements.
- C. The reduction in losses paid by insurers due to risk control measures benefits individual insureds but not society as a whole.

The exact replica of the real Salesforce Data-Con-101 exam questions is another incredible feature of the web-based practice test software. With this, you can kill your Salesforce Data-Con-101 exam anxiety. Another format of the Salesforce Certified Data Cloud Consultant (Data-Con-101) practice test material is the Data-Con-101 desktop practice exam software. All traits of the web-based Data-Con-101 practice test are present in this version.

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## Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.</li></ul>

## Salesforce Certified Data Cloud Consultant Sample Questions (Q68-Q73):

### NEW QUESTION # 68

How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the specified Individual record and its Unified Individual Link record.
- B. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
- C. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.**
- D. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion

**Answer: C**

Explanation:

Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.

The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.

Requesting Data Deletion or Right to Be Forgotten

Data Deletion for Data Cloud

Use the Consent API with Data Cloud

Data and Identity in Data Cloud

### NEW QUESTION # 69

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).

What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- A. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
- B. Duplicate the standard Individual DMO and add the additional fields.
- C. Create a custom DMO from scratch that has all fields that are needed.
- D. Create custom fields on the standard Individual DMO.**

**Answer: D**

Explanation:

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:

1: Data Model Objects in Data Cloud

**NEW QUESTION # 70**

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.

How should the Data Cloud consultant configure this activation?

- A. Choose the Multiple Investments segment, choose the Email contact point, add related attributeFund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- B. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based onthe new segment with no additional attributes.
- C. Include Fund Name and Fund Type by default for post processing in the target system
- D. Choose the Multiple Investments segment, choose the Email contact point, and add relatedattribute Fund Type.

**Answer: A**

Explanation:

To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:

A). Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.  
C). Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.

D). Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation

- Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

**NEW QUESTION # 71**

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.

What should NTO do to ensure the best email address is activated?

- A. Use the source priority order in activations to make sure a contact point from the desired sourceis delivered to the activation target.
- B. Include Contact Point Email object Is Active field as a match rule.
- C. Set the default reconciliation rule to Last Updated.
- D. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliationrule.

**Answer: A**

Explanation:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to

decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. References: Configure Activations, Use Source Priority Order in Activations

## NEW QUESTION # 72

What is the role of artificial intelligence (AI) in Data Cloud?

- A. Automating data validation
- B. Creating dynamic data-driven management dashboards
- C. **Enhancing customer interactions through insights and predictions**
- D. Generating email templates for use cases

**Answer: C**

Explanation:

Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

References:

Salesforce Data Cloud AI Capabilities

Salesforce AI for Customer Interaction

## NEW QUESTION # 73

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Getting the Salesforce Certified Data Cloud Consultant (Data-Con-101) certification exam is necessary in order to get a job in your desired tech company. Success in the Salesforce Certified Data Cloud Consultant certification exam gives you an edge over the others because you will have certified skills. The Salesforce Certified Data Cloud Consultant (Data-Con-101) certification exam badge will make a good impression on the interviewer. Most of the people planning to attempt the Salesforce Certified Data Cloud Consultant (Data-Con-101) exam are confused that how will they prepare and pass Salesforce Certified Data Cloud Consultant (Data-Con-101) exam with good grades.

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