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## —Salesforce Admin-201 Exam Official Practice Questions—

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1. 1. What should a system administrator use to disable access to a custom application for a group of users?

- A. Profiles
- B. Sharing rules
- C. Web tabs
- D. Page layouts: A. Profiles

2. 2. Universal Containers needs to track the manufacturer and model for specific car companies. How can the system administrator ensure that the manufacturer selected influences the values available for the model?

- A. Create the manufacturer field as a dependent picklist and the model as a controlling picklist.
- B. Create a lookup field from the manufacturer object to the model object.
- C. Create the manufacturer field as a controlling picklist and the model as a dependent picklist.
- D. Create a multi-select picklist field that includes both manufacturers and models.: C. Create the manufacturer field as a controlling picklist and the model as a dependent picklist.

3. 3. Sales representatives at Universal Containers need assistance from product managers when selling certain products. Product managers do not have access to opportunities, but need to gain access when they are assisting with a specific deal. How can a system administrator accomplish this?

- A. Notify the product manager using opportunity update reminders.
- B. Enable opportunity teams and allow users to add the product manager.
- C. Use similar opportunities to show opportunities related to the product manager.
- D. Enable account teams and allow users to add the product manager.: B. Enable opportunity teams and allow users to add the product manager.

4. 4. What should a system administrator consider before importing a set of records into Salesforce? (There are two correct answers.)

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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q243-Q248):

### NEW QUESTION # 243

LenoxSoft would like to send out non-marketing emails to certain prospects who have opted-out. From their previous experience working with Marketing Cloud Account Engagement at another company, they know that it is a simple process to 'Enable Operational Email Sending' for their account. They have a tight deadline, and they need you to grant them access over the phone. Which of the following would be the appropriate course of action to take?

- A. Inform LenoxSoft that you would require written confirmation that they intend to use this feature for non marketing purposes prior to enabling the setting for them
- B. Inform LenoxSoft that they need to contact the Client Advocate Team and to mention in their request to enable operational email sending that it is for non-marketing purposes.
- C. Notify LenoxSoft that sending non-marketing emails to opted-out prospects is in violation of US CAN-SPAM laws.
- D. After being given their consent, go into their Marketing Cloud Account Engagement account settings and enable operational emails sending.

Answer: B

### NEW QUESTION # 244

Select all available User Email Preferences

- A. Send daily prospect assignment emails
- B. Send daily visitor activity emails
- C. Send daily visitor assignment emails
- D. Send an email when a prospect is assigned
- E. Send daily prospect activity emails (for all prospects)
- F. Send weekly inactive automations report email
- G. Send weekly search marketing email (sent on Mondays)
- H. Send monthly inactive automations report email
- I. Send weekly search marketing email (sent on Fridays)
- J. Send daily prospect activity emails (for my prospects)
- K. Send starred prospect activity alerts

Answer: A,B,D,E,G,H,J,K

### NEW QUESTION # 245

It is possible to assign certain Prospect to selected Scoring Category

- A. False
- B. True

Answer: A

### NEW QUESTION # 246

Is it possible to split Dynamic Lists into more than two Static Lists?

- A. True
- B. False

Answer: A

### NEW QUESTION # 247

LenoxSoft dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSoft marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Marketing Cloud Account Engagement?

- A. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- B. Marketing Cloud Account Engagement custom object mapped to the Case object > Static list and add all prospects whose Case prospect custom object has a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program
- C. Marketing Cloud Account Engagement custom object mapped to the Case object > Dynamic list where prospects match when the Case prospect custom object has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- D. Workflow to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement prospects > Static list and add prospects who have a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program

**Answer: C**

### NEW QUESTION # 248

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