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Salesforce Marketing-Cloud-Administrator

Salesforce Certified Marketing Cloud Administrator Exam

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## Salesforce Plat-Admn-202 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• <b>Business Logic and Process Automation:</b> This section of the exam measures the skills of Process Automation Specialists and Salesforce Administrators and covers the key tools Salesforce provides to automate and enforce business logic. It focuses on using formula fields, roll-up summary fields, and validation rules to meet defined requirements. Candidates must also understand approval processes and know how to select the right automation tool to prevent conflicts or errors. The domain emphasizes evaluating business requirements and recommending automation solutions that maintain system stability and accuracy.</li></ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>App Deployment:</b> This section of the exam measures the skills of Release Managers and Salesforce Administrators and covers the application lifecycle from planning through deployment. It requires determining the appropriate strategy when working with different sandboxes and managing milestones during development. Candidates must know when to use change sets and how to troubleshoot deployment issues. The section also includes understanding the implications of using unmanaged versus managed packages and selecting the correct deployment plan for various business scenarios.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>User Interface:</b> This section of the exam measures the skills of Salesforce UI Designers and Lightning App Builders and covers the ways in which Salesforce interfaces can be customized to improve usability. It includes understanding available options for UI customization and demonstrating when to apply custom buttons, links, and actions. The domain also distinguishes between declarative and programmatic methods for incorporating Lightning components in applications, ensuring that the right approach is selected for different user interface needs.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Data Modeling and Management:</b> This section of the exam measures the skills of Data Analysts and Salesforce Administrators and covers the core principles of designing and maintaining Salesforce data structures. It requires selecting the correct data model in various scenarios and understanding relationship types and how they influence reporting, record access, and the user interface. It also tests knowledge of field data types and the operational impact of changing them. The section includes evaluating the use of Schema Builder and understanding the considerations involved in importing and exporting data across internal and external sources.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Salesforce Fundamentals:</b> This section of the exam measures the skills of Salesforce Administrators and Junior Salesforce Consultants and covers the essential concepts needed to understand how Salesforce works at a foundational level. It focuses on recognizing when to use declarative tools versus programmatic customization, determining when AppExchange apps extend org capabilities, and understanding key methods for managing object, record, and field access. It also evaluates your ability to choose the right sharing model based on business needs and to apply reporting tools effectively, including report types and dashboards. Additionally, the domain reviews how to optimize the mobile experience through actions and layouts, and how Chatter can be used to support collaboration.</li> </ul>

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## Salesforce Certified Platform App Builder Sample Questions (Q208-Q213):

### NEW QUESTION # 208

Ursa Major Solar (UMS) uses Cases to track customer complaints, an Issue\_\_c object to represent known problems with its solar panels, and a Case\_Issue\_\_c junction object to relate known problems to customer complaints. Periodically, UMS conducts audits which require the auditing users to view Case\_Issue\_\_c records. Which access levels must be configured to allow UMS users to access Case\_Issue\_\_c records?

- A. Read-Only access of Case issue =
- **B. Read-Only access on Case and issue\_\_c**
- C. Read Only access on Case and case\_issue\_\_o
- D. Read-Only access or issue\_c and\_issue\_c

**Answer: B**

Explanation:

D). Read-Only access on Case and Issue\_\_c. Users need read-only access to both Case and Issue\_\_c objects to view associated Case\_Issue\_\_c junction object records properly. This is because access to junction object records in Salesforce is determined by the user's access levels to the parent records in a relationship Steps to configure access:

Navigate to Setup → Profiles or Permission Sets.

Select the profile or permission set of the auditing users.

Under Object Settings, adjust the permissions for Case and Issue\_\_c to at least 'Read-Only'.

Ensure that users have visibility to the Case\_Issue\_\_c object itself.

This configuration allows users to view the details of cases and issues as they audit the junction object records.

Explanation:

To ensure auditing users can access records in the Case\_Issue\_\_c junction object, the correct data permissions on related records must be established:

### NEW QUESTION # 209

Universal Containers wants some enhancements on its Opportunity page layout to improve efficiency and collaboration.

Which two solutions should an app builder suggest to help meet these requirements?

Choose 2 answers

- A. Set up an approval process requiring manager consent at each stage of the Opportunity.
- **B. Mark stage dependent fields as required on the Opportunity page layout.**
- C. Use two Tabs components to separate record information from activities.
- **D. Add a Path component with fields and instructions aligning to stages on the Opportunity.**

**Answer: B,D**

Explanation:

Marking stage dependent fields as required on the Opportunity page layout is a good solution to improve efficiency and data quality, as it ensures that users enter the necessary information for each stage of the sales process. Adding a Path component with fields and instructions aligning to stages on the Opportunity is another good solution to improve efficiency and collaboration, as it provides guidance and best practices for users to move the Opportunity along the sales cycle. Using two Tabs components to separate record information from activities may not be an optimal solution, as it may reduce the visibility and accessibility of important data. Setting up an approval process requiring manager consent at each stage of the Opportunity may not be a feasible solution, as it may introduce unnecessary delays and complexity in the sales process

### NEW QUESTION # 210

A user is unable to use inline editing on a list view. A quick check verifies the user should be able to perform inline editing as they have been assigned the appropriate permissions.

Which two conditions should the app builder review?

Choose 2 answers

- A. If the list view contains a chart created by the user
- **B. If the list view contains more than one record type**
- C. If the list view restricts sharing for the user
- **D. If the list view selected is the recently viewed list view**

**Answer: B,D**

Explanation:

Two conditions that can prevent inline editing on a list view are if the list view selected is the recently viewed list view, or if the list view contains more than one record type. The recently viewed list view does not support inline editing, as it is not based on a single object. The list view must have a single record type to enable inline editing, as different record types may have different fields and values

### NEW QUESTION # 211

The VP of sales at AW Computing would like a Roll-Up Summary field on the Account object to aggregate the amount of opportunities related to an Account. The app builder is unable to implement this change.

Why is the app builder unable to fulfill the request?

- A. Roll-Up Summary fields are unavailable on the Account object.
- **B. The organization has Advanced Currency Management enabled**
- C. Currency fields are unable to be referenced in Roll-Up Summary fields.
- D. The default currency is not an active currency in the organization,

**Answer: B**

Explanation:

The inability to create a Roll-Up Summary field in this context can be attributed to:

B . The organization has Advanced Currency Management enabled. When Advanced Currency Management (ACM) is enabled, it affects how currency data is managed and aggregated, impacting the functionality of roll-up summary fields that involve currency amounts across different records.

To address this limitation, consider using custom reporting or a custom solution like a trigger or a scheduled batch class to manually calculate and update the total.

For more information on limitations with ACM, consult Salesforce's help article on Advanced Currency Management.

### NEW QUESTION # 212

A custom field on an account is used to track finance information about a customer. Only members of the Finance Team have access to this field. However, the business wants to allow one customer service agent, who is assigned the customer service profile, read-only access to this field for special circumstances. What is the recommended solution to grant the customer service agent access to the field?

- A. Update the Customer Service Profile already assigned to the agent to allow for read-only access to the field via Field Level Security
- B. Update the custom field's Field Level Security in setup to allow the agent read-only access to the field.
- **C. Create a permission set that allows read-only access to the field via Field Level Security and assign it to the agent.**
- D. Create a new profile to allow for read-only access to the field via Field Level Security and assign it to the agent

**Answer: C**

Explanation:

The recommended solution to grant the customer service agent access to the field is creating a permission set that allows read-only access to the field via Field Level Security and assigning it to the agent. A permission set is a collection of settings and permissions that give users access to various tools and functions. Field Level Security (FLS) is a setting that controls the access level of fields for different profiles or permission sets. The app builder can create a permission set that grants read-only access to the custom field on the account object via FLS and assign it to the agent. Option B is incorrect because creating a new profile to allow for read-only access to the field via FLS and assigning it to the agent is not recommended, as profiles are used to define the baseline permissions and settings for a group of users, and creating multiple profiles for individual users can be hard to maintain. Option C is incorrect because updating the Customer Service Profile already assigned to the agent to allow for read-only access to the field via FLS is not recommended, as this will affect all users who have the same profile, which may violate the security policy. Option D is incorrect because updating the custom field's FLS in setup to allow the agent read-only access to the field is not possible, as FLS can only be set at the profile or permission set level, not at the user level.

### NEW QUESTION # 213

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