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Salesforce Admin 201 Exam Practice Questions With Complete Solutions (Latest Updated 2024/2025) Graded 100%

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. 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. 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.

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q164-Q169):

NEW QUESTION # 164

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email. How should the rest of the business units be organized?

- A. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- B. Create and apply folders with naming conventions in the current account to keep track of brand assets.
- C. Create one child business unit for the other brands to share but apply folders and naming conventions.
- **D. Create child business units for each brand and nest another level of child business units for GEOs.**

Answer: D

Explanation:

Organizing business units in Salesforce Marketing Cloud for a company with multiple brands and global presence involves creating a structure that allows for brand and regional specific strategies while maintaining centralized control at the enterprise level.

Create child business units for each brand: This setup allows each brand under the Northern Trail Outfitters umbrella to manage its marketing autonomously while leveraging shared resources and aligning with overarching business strategies.

Nest child business units for GEOs under each brand: This further categorization allows for localized marketing strategies tailored to geographical nuances, enhancing target marketing efforts and regional compliance.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 165

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries. Which future would allow this functionality?

- **A. Synchronized Data Sources.**
- B. Query Studio
- C. Journey Builder
- D. Cloud Pages

Answer: A

Explanation:

To use Sales Cloud data in their queries, the admin should use Synchronized Data Sources. This feature allows Marketing Cloud to automatically import and update data from Sales Cloud objects and fields. The data is stored in data extensions that can be queried using SQL.

NEW QUESTION # 166

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- **A. Mobile Push**
- **B. Journey Builder**
- C. Contact Builder
- D. Mobile Connect

Answer: A,B

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile

app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

NEW QUESTION # 167

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails. What functionality would allow this?

- **A. Configure Parameter Manager.**
- B. Link a Google Analytics Account.
- C. Use Web and Mobile Analytics.

Answer: A

NEW QUESTION # 168

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. The user Is getting deleted from the AN Subscribers list
- B. Data in data extensions corresponding to the customer
- **C. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe**
- D. The user gets Added to a blocklist that causes an Enterprise level unsubscribe

Answer: C

Explanation:

The behavior where customers unsubscribe via the Marketing Cloud default Profile Center and do not receive emails from any other business unit is explained by:

D). Business unit unsubscribe setting causes an Enterprise level unsubscribe. This setting means that when a subscriber opts out using the default Profile Center, they are unsubscribed at the enterprise level, impacting all business units within the organization.

Reference: Salesforce Help - Subscriber Unsubscribe Behavior

NEW QUESTION # 169

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