

Salesforce MCE-Admn-201 Exam Success & Exam MCE-Admn-201 Simulator

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 (Q155-Q160):

NEW QUESTION # 155

Northern Trail Outfitters (NTO) rolled out a global SMS initiative three months ago, as their customers have shown great interest in receiving promotions via text. However, NTO was notified they are already at 75% utilization for their annual Super Messages. Why could this be the case?

- A. The majority of NTO's subscriber base is in the United States.
- B. Each email consumes five super messages when sending below a certain threshold.
- C. A multiplier is applied to each SMS message based on the destination country
- D. Mobile Push was enabled by mistake, which consumes Super Messages when not in use.

Answer: C

Explanation:

A multiplier is applied to each SMS message based on the destination country, which could explain why NTO is already at 75% utilization for their annual Super Messages. For example, sending an SMS message to a subscriber in Germany consumes 1.5 Super Messages, while sending an SMS message to a subscriber in India consumes 3 Super Messages. The other options are not true or relevant.

NEW QUESTION # 156

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format. How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the Import definition to its own automation and include a notification email address
- B. Update the automation to include a notification email address for Runtime Errors
- C. Update the Import definition to include a notification email address
- D. Move the File Transfer to its own automation and include a notification email address

Answer: C

Explanation:

To confirm the theory that the CSV file has an invalid format causing the automation to fail, the Marketing Cloud admin should C. Update the Import definition to include a notification email address. This setting allows the admin to receive notifications and a file of bad data rows when the import process encounters issues, such as invalid data formats, helping to quickly identify and resolve the format errors.

Reference: Salesforce Help - Import Activity

NEW QUESTION # 157

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter existing records in All Subscribers
- B. Filter records created after a specified date
- C. Filter records on a Boolean field
- D. Filter records on a formula field

Answer: C

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

NEW QUESTION # 158

A publishing company has presented the following:

- * A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.
- * A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.
- * The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

- A. Triggered Send
- B. **Template-based emails**
- C. Suppression list
- D. **Data Filter**
- E. **Automation Studio**

Answer: B,D,E

Explanation:

For a non-technical marketing user to manage a campaign sending renewal reminders:

Data Filter: Use Data Filters to segment customers based on the expiration date included in the data file. This enables targeting customers 15 days and 7 days before subscription expiration.

Template-based Emails: Implement template-based emails to allow the marketing user to easily update and manage email content without needing technical skills or administrative rights.

Automation Studio: Utilize Automation Studio to schedule and automate the sending of these emails based on the specified criteria, streamlining campaign management.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 159

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable.

What issue could the admin be facing?

- A. Keyword has too many characters
- B. Keyword is a reserved word
- C. **Keyword is used within another business unit**
- D. Keyword fails to meet content standards

Answer: C

Explanation:

When encountering an issue with the availability of a desired SMS keyword such as "CELEBRATION":

Keyword Unavailability: The keyword may already be in use within another business unit within the organization, making it unavailable for use in the current context.

Solution: Check the keyword usage across all business units and, if possible, coordinate to see if the keyword can be shared or if an alternative keyword would be suitable.

Reference: Salesforce Marketing Cloud MobileConnect Documentation

NEW QUESTION # 160

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