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QUESTION 1

A university\\\'s marketing department works on email campaigns for advancement. It wants to measure campaign effectiveness, return on investment, and Opportunity conversion using standard Salesforce functionality. What should the consultant recommend to meet this requirement?

A. Campaigninfluence

B. Campaign member

C. Parent campaigns

D. Campaign hierarchy

Correct Answer: A

QUESTION 2

A university\\\'s Study Abroad office getting ready to implement Salesforce to streamline internal processes. In thepast, most of the work was done using spreadsheets and paper. The office is unsure which metrics to use to determine whether

the implementation project is successful.

Which two metrics should the consultant recommend?

Choose 2 answers.

A. Percentage of staff logins each month

B. Volume of emails to the office

C. Time saved when creating business reports

D. Number of student phone inquiries

Correct Answer: BC

QUESTION 3

The director of graduate recruitment is interested in Education Cloud. Recruitment staff need to access Opportunity and Campaign Member information about students. The IT director is concerned about cost and suggests using other license types for recruitment users.

What should the consultant discuss with the client?

A. Unlimited Edition requires a full Salesforce license.

B. Education Data Architecture requires a Community license.

C. The business user case requires a Lighting Platform Plus license.

D. The business user case requires a full Salesforce license.

Correct Answer: D

QUESTION 4

A large university integrates over one million student Consult records from its Student Information System (SIS) .
.... The university has adopted the Education Data Architecture (EDA) Administrative account

.... Records in Salesforce is Integration User.

What should the consultant discuss with the university?

A. API call limits

B. Ownership data skew

C. Account data skew

D. OAuth token limits

Correct Answer: B

QUESTION 5

The Dean of the Business school has a dashboard that display the application yield by program, geographic distribution
of applicants, and recruitment pipeline. The Dean wants the same reports for program directors. Sharing settings have
been configured so program directors can only see recruitment and application information for their own program.

How can the consultant meet the business requirement?

A. Check the Let Dashboard Viewers Choose Whom They View the Dashboard As on the Dean\\'s dashboard.

B. Set View Dashboard As to the Dean and share it with program directors.

C. Add a dashboard filter to the Dean\\'s dashboard and save it to All Folders.

D. Set View Dashboard As to the dashboard viewer and share it with program directors.

Correct Answer: A

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