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**QUESTION 1**

A university's strategic goal is to improve its MBA program rankings. A data point that influences the MBA program ranking is acceptance percentage. The school has asked a consultant to help it reach the goal, and increase prospective student engagement across multiple channels.

What should the consultant recommend?

- A. Leverage Advisor Link to advise them on the application yield.
- B. Use Education Cloud to replicate the current systems and processes.
- C. Implement Marketing Cloud to manage recruitment campaigns.
- D. Implement Pardot Lead Scoring to find well qualified students.

Correct Answer: B

QUESTION 2

A university works with business professionals through a continuing education program. Corporate recruiters work with employers to sponsor these programs. Which object should recruiters use to track the progress of sponsorship requests?

- A. Campaign
- B. Opportunity
- C. Program Plan
- D. Affiliation

Correct Answer: D

QUESTION 3

A university's IT department and its consultant are integrating data from the Student Information System (SIS) to the Education Data Architecture (EDA). Advisors need to see a student's primary course of study.

Which object in EDA indicates a student's major?

- A. Education History
- B. Relationship
- C. Program Plan Requirement
- D. Affiliation

Correct Answer: D



QUESTION 4

A consultant is enabling Course Connections for the first time in the Education Data Architecture. What should the consultant do first?

- A. Run Course Connections Backfill.
- B. Set up Course Offering Schedule.
- C. Disable Course Enrollments.
- D. Set Record Types for Course Connections.

Correct Answer: A

QUESTION 5

An elementary school district has evaluated Nonprofit Success Pack and now wants to evaluate the K-12 Architecture Kit. Which action should the consultant take?

- A. Install the K-12 Architecture Kit from the AppExchange.
- B. Start a new K-12 Architecture Kit trial.
- C. Make K-12 Architecture Kit record types available to profiles.
- D. Install the K-12 Architecture Kit from GitHub.

Correct Answer: B

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