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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. Theschool 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 toreplicate 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

Which object should be configured for all student and support staff interactions, activities, and assigned support staff?

A. Relationships

B. Account

C. Case

D. Advising Pools

Correct Answer: C

QUESTION 3

A high school recently implemented the K-12 Architecture Kit and wants to track student absences from class andmidyear grades.

Which two objects should the consultant use to address these requirements?

Choose 2 answers.

A. Behavior Involvement

B. Program Enrollment

C. Term Grade

D. Attendance Event

Correct Answer: BD

QUESTION 4

A CRM committee for a university has asked a consultant about the major release cadence of Salesforce.org and Salesforce.com platform enhancements.

When areSalesforce.org releases?

A. Approximately two weeks after Salesforce.com releases

B. Approximately one month before Salesforce.com releases

C. Approximately two weeks before Salesforce.com releases

D. Approximately one month after Safesforce.com releases

Correct Answer: D

QUESTION 5

A law school wants a recruitment and admissions system with a multichannel marketing tool, Admission officers want an application portal they can brand. Marketers want anintegrated social listening tool. Which solution set should the consultant recommend?

A. Education Cloud, MuleSoft, Anypoint Platform, Pardot

B. Education Cloud, Elevate, Experience Cloud

C. Education Cloud, Experience Cloud, Marketing Cloud

D. Education Cloud, Nonprofit Cloud, Marketing Cloud

Correct Answer: C

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