Correct Answer:
1. Send out user surveys
2. Use blind surveys
3. Create a user group or committee
4. Tap into exec committees for recommendations
5. Use face-to-face interviews
6. Use Sales force (Ideas, Pollzter, Click Tools).

QUESTION 18
CORRECT TEXT
Describe some results of a sharing model that is too public.

Correct Answer:
There is a lot of dirty data. Data can easily be stolen.

QUESTION 19
CORRECT TEXT
Describe some techniques for motivating users:

Correct Answer:
1. Gel executive sponsorship (including having them use it in meetings)
2. Win over sales personnel
3. Identify power users and evangelists
4. Create motivations everywhere, both inside and outside the system
5. Use both marketing messages and the app itself as drivers

QUESTION 20
CORRECT TEXT
Describe some techniques for winning over sales teams?

Correct Answer:
1. Know the audience and realize that the driver for sales users is making their n umbel's
2. Ask to sec planners, notes, etc, and notice what is different between high and low performers
3. Examine what they want to track
4. Encourage a vision of the left hand knowing what the right is doing
5. First step is usually to make information tracking easy by consolidating all in one place

QUESTION 21
CORRECT TEXT
Describe some ways you can proactively make sure quality data is entered into the system.

Correct Answer:
1. Enforce Validation rules
2. Use custom lookup fields, workflow field updates, record types and page layouts to streamline data entry
3. Build reports that monitor data entry

QUESTION 22
CORRECT TEXT
Describe the best way to manage Lockout Periods for maintenance?

Correct Answer:
1. Create a profile that restricts the login hours for all users out during the maintenance session.
2. Then use Data Loader to switch everyone back when done.

QUESTION 23
S-Controls are only triggered through the user interface.

A. True
B. False

Correct Answer: A

QUESTION 24
CORRECT TEXT
Describe the difference between a lookup and a master-detail relationship?

Correct Answer:
Lookup: Creates a relationship that links this object to another object. The relationship field allows users to click on a lookup icon to select a value from a popup list. The other object is the source of the values in the list Master-detail: Creates a special type of parent-child relationship between this object (the child, or "detail") and another object (the parent, or "master").

QUESTION 25
CORRECT TEXT
Describe the difference between an email template and a mail merge template:

Correct Answer:
Mail Merge - done in outside application, paper-driven
Email Template- sent from the application via email

QUESTION 26
CORRECT TEXT
Describe the differences between Case and an If function?

Correct Answer:
Case Checks a given expression against a series of values. If the expression is equal to a value, returns the corresponding result. If it is not equal to any values, it returns the else _result.
IF Determines if expressions are true or false.
Returns a given value if true and another value if false.

QUESTION 27
CORRECT TEXT
Describe the differences between Visual force and s-controls?

Correct Answer:
S-Controls:
1. Written in Ajax and run on the client
2. Hard-coded - can't reuse
3. Logic and presentation mixed

Visual Force:
1. Written in HTML& Apex, run on the server
2. Component model - can reuse code
3. Logic and presentation separated

QUESTION 28
CORRECT TEXT
Describe the properties and considerations for Master Detail Relationship records/fields.

Correct Answer:
The relationship field is required on all detail records.
Once the value of the relationship field has been saved, it cannot be changed.
The ownership and sharing of a detail record are determined by the master record.
When a user deletes the master record, all detail records are deleted.
You can create rollup summary fields on the master record to summarize the detail records.

QUESTION 29
CORRECT TEXT
Describe the some symptoms of a sharing model that is too private.

Correct Answer:
1. Lots of duplicate records
2. Users consistently have to manually share records
3. There are a large number of sharing rules
4. Admins have lots of requests for more record access

QUESTION 30
CORRECT TEXT
Describe the use cases for Delegated Administration

Correct Answer:
Create/edit users and reset passwords
Create default sales teams
Create personal groups for users
Assign users to specified profiles
Login as a user who has granted login access
Manage custom objects
They help to assign routine admin tasks to others
Take the weight off of other Application

QUESTION 31
CORRECT TEXT
Describe what Delegated Administrators CAN do:

Correct Answer:
1. Create and edit users
2. Reset passwords
3. Create default sales teams
4. Create personal groups for users
5. Assign users to profiles

6. Login as a user who has granted login access

QUESTION 32
CORRECT TEXT
Describe what Delegated Administrators CANT do:

Correct Answer:
1. Create new profiles
2. Add fields

QUESTION 33
A developer wants to create a mashup to display a contact's location using Google Maps. Which of the following is not a necessary step in developing this mashup?

A.   Deciding on the parameters needed for submission.
B.   Creating an S-control to pass the URL to Google Maps.
C.   Creating a URL with merge fields to pass to Google Maps.
D.   Coding the HTML/JavaScript in an S-control to retrieve the results.

Correct Answer: D

QUESTION 34
CORRECT TEXT
Explain the 4 primary steps in the typical de-dupe process

Correct Answer:
1. Establish what qualifies as a duplicate.
2. Find a common identifier.
3. Determine which other fields and methods can be used to de-dupe.
4. Merge the losing records into the winning record.

QUESTION 35
Find the correct sequence of definitions:

1. Data migration
2. Data management
3. Data enrichment
4. Data cleansing
5. Data de-duplication

A.   Creating format consistency, remove bad data, consolidating sources
B.   process of transferring data from one repository to another
C.   identifying and merging duplicate records
D.   systematic collection, organization, and analysis of data
E.   improving existing data by linking additional data sources
F.   1B, 2D, 3E, 4A, 5C
G.   1C, 2D, 3E, 4B, 5A
H.   1A, 2D, 3E, 4C, 5B
I.   1B, 2D, 3C, 4A, 5E
J.   1B, 2C, 3D, 4A, 5E

Correct Answer: A

QUESTION 36
CORRECT TEXT
How can you create a separate dashboard for each user and have it only visible to that user?

Correct Answer:
Clone the dashboard and put it in a separate folder that is only accessible to that user.

QUESTION 37
CORRECT TEXT
How can you measure adoption beyond the number of logins?

Correct Answer:
1. Track how often users are using new features after training sessions.
2. Run spot checks on data, track usage with regards to the financial calendar (last minute entries versus consistent usage).
3. Track training sessions in SFDC.

QUESTION 38
CORRECT TEXT
How can you take away a user's ability to run reports while allowing them to view dashboards?

Correct Answer:
Remove the "Run Reports" and "Create and Customize Reports" profile permissions. This will still allow the user to view dashboards.

QUESTION 39
How do admins enable users to view tags? Select all that apply:

A. Enable Private Tags
B. Enable Public Tags
C. Add Tags to page layouts
D. All of the above

Correct Answer: D
Explanation:
Click Your Name | Setup | Customize | Tags| Tag Settings.
Select Enable Personal Tags and Enable Public Tags to allow users to add personal and public tags to records. Deselect both options to disable tags.
Specify which objects and page layouts should display tags in a lag section at the top of record detail pages. The tag section IS the only way that a user can add tags to a record.
For example, if you only select account page layouts, users in your organization can only tag account records. Additionally,
If you only select account page layouts for personal tags and not public tags, users can only tag account records with personal tags.

QUESTION 40
CORRECT TEXT
How do the Excel connector and SFDC reports differ in their support for filter criteria?