

Module 2: Administrator Certification Prep: Applications and Activities

Unit 1: Review Sales and Marketing Applications

Learning Objectives

After completing this unit, you'll be able to:

- Given a scenario, identify the capabilities and implications of the sales process.
- Given a scenario, identify the appropriate sales productivity features using opportunity tools.
- Describe the capabilities of lead automation tools and campaign management.

Key Topics

This unit prepares you for the sales and marketing applications section of the Salesforce administrator exam, which makes up 12% of the overall exam. This section of the exam tests these topics.

- Sales processes
- Opportunities
- Products
- Price Books
- Leads
- Campaigns
- Content

This unit includes a number of interactive, real-world, scenario-based questions that are a lot like the ones you can encounter as a Salesforce administrator. Looking at these scenarios helps prepare you to take the sales and marketing applications section of the Salesforce Administrator exam. As you tackle the practice questions, you get

immediate feedback on your answers, along with detailed information on why your answers are correct (or incorrect).

The unit also contains interactive flashcards to help you prepare for the sales and marketing applications section of the exam.

Download the Guide


Would you like a hard copy of the contents in these modules? Each module includes a link to a printable version you can download. Download the [Administrator Certification Prep: Applications, Activities, and Mobile guide](#).



Note

For more information on the Salesforce Administrator Certification exam prep, logistics and policies, and maintenance, see the Get Started with Administrator Certification Prep unit in the [Administrator Certification Prep: Setup and Objects module](#).

Exam Practice Questions

Ready to jump in? The sample tool below is not scored—it's just an easy way to quiz yourself. To use it, read the scenario, then click the answer you think is correct. Some questions may have more than one correct answer. Click **Submit** to learn whether the answer you chose is correct or incorrect, and why. If there's a longer explanation, click  [alt text: Expand button] to expand the window, then click anywhere in the window to close it. When you reach the end, you can review the answers or retake the questions.

Exam Topic Flashcards

The following flashcards cover sales processes, opportunities, products, and leads. Use these interactive flashcards to brush up on some of the key topics you'll find on this part of the exam.

Read the question or term on each card, then click on the card to reveal the correct answer. Click the right-facing arrow to move to the next card, and the left facing arrow to return to the previous card.

Related Badges

Looking for more information? Explore these related badges.

1 The Sales and Marketing Applications section makes up what percentage of the Salesforce Administrator

- A. 8%
- B. 10%
- C. 12%
- D. 14%

2 Which key topics are covered in the Sales and Marketing Applications section of the Salesforce Administrator Certification exam?

- A. Sales processes, content, and assignment rules
- B. Opportunities, products, and price books
- C. Campaigns, marketing cloud, and case management
- D. Leads, flow and accounts

Unit 2: Prep for Service and Support Applications

Learning Objectives

After completing this unit, you'll be able to:

- Describe the capabilities of case management.
- Given a scenario, identify how to automate case management.


Key Topics

This unit prepares you for the service and support applications section of the Salesforce administrator exam, which makes up 11% of the overall exam. This section of the exam tests these topics.

- Case management
- Support processes
- Assignment rules
- Case escalation rules
- Auto-response rules
- Web-to-case
- Email-to-case
- Case teams
- Knowledge
- Sites using Experience Cloud (formerly Communities)

Like the previous units, this unit contains practice scenario-based questions and flashcards.

Exam Practice Questions

Ready to jump in? The sample tool below is not scored—it's just an easy way to quiz yourself. To use it, read the scenario, then click the answer you think is correct. Some questions may have more than one correct answer. Click **Submit** to learn whether the answer you chose is correct or incorrect, and why. If there's a longer explanation, click  [alt text: Expand button] to expand the window, then click anywhere in the window to close it. When you reach the end, you can review the answers or retake the questions.

Exam Topic Flashcards

The following flashcards cover case management, knowledge, assignment rules, and sites using Experience Cloud. Use these interactive flashcards to brush up on some of the key topics you'll find on this part of the exam.

Read the question or term on each card, then click on the card to reveal the correct answer. Click the right-facing arrow to move to the next card, and the left facing arrow to return to the previous card.

Related Badges

Looking for more information? Explore these related badges.

1 The Service and Support Applications section makes up what percentage of the Salesforce Administrator Certification exam?

Certification exam?

- A. 5%
- B. 11%
- C. 13%
- D. 21%

2 Which key topics are covered in the Service and Support Applications section of the Salesforce Administrator Certification exam?

- A. Knowledge, Experience Cloud, and Chatter
- B. Assignment rules, case escalation rules, and auto-response rules
- C. Case management, flow builder, and support processes
- D. Omni-channel, web-to-case, and email-to-case

Unit 3: Study Up on Productivity and Collaboration

Learning Objectives

After completing this unit, you'll be able to:

- Describe the capabilities of activity management such as managing tasks, events, public calendars, and multi-day events.
- Describe the features of Chatter such as feed, groups, following, and security.
- Describe the capabilities of the Salesforce mobile app.
- Identify use case for AppExchange applications.


Key Topics

This unit prepares you for the activity management and collaboration section of the Salesforce administrator exam, which makes up 7% of the overall exam. This section of the exam tests these topics.

- Activities
- Chatter
- Salesforce mobile app
- Compact Layout
- Lightning Web Browser
- AppExchange

Like the previous units, this unit contains practice scenario-based questions and flashcards.

Exam Practice Questions

Ready to jump in? The sample tool below is not scored—it's just an easy way to quiz yourself. To use it, read the scenario, then click the answer you think is correct. Some questions may have more than one correct answer. Click **Submit** to learn whether the answer you chose is correct or incorrect, and why. If there's a longer explanation, click  [alt text: Expand button] to expand the window, then click anywhere in the window to close it. When you reach the end, you can review the answers or retake the questions.

Exam Topic Flashcards

The following flashcards cover Chatter, tasks, and events. Use these interactive flashcards to brush up on some of the key topics you'll find on this part of the exam.

Read the question or term on each card, then click on the card to reveal the correct answer. Click the right-facing arrow to move to the next card, and the left facing arrow to return to the previous card.

Related Badges

Looking for more information? Explore these related badges.

1 The Activity Management and Collaboration section makes up what percentage of the Salesforce Administrator Certification exam?

- A. 3%
- B. 5%
- C. 7%
- D. 9%

2 Which key topics are covered in the Activity Management section of the Salesforce Administrator Certification exam?

- A. Chatter and Lightning for Outlook
- B. Chatter and Communities
- C. Chatter and Data Import Wizard
- D. Chatter and Activities