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Exam : **Data Cloud Consultant**

Title : Salesforce Certified Data Cloud Consultant

Version : DEMO

1.What is a key requirement for a flow to be able to act on Data 360 data in near real time using a data action?
A. The data action must be mapped to a platform event that the flow is subscribed to.
B. The Data 360 home instance must be in the same Salesforce CRM org.
C. The flow must be active and the user must have the Data 360 Marketing Admin permission.
D. The flow must be a screen flow embedded on the record page.
Answer: A
Explanation:
The operational requirement is to move Data 360 context into the CRM process at the right latency and without unnecessary replication. The data action must be mapped to a platform event that the flow is subscribed to. meets the operational need because Data 360 can surface context or trigger action in Salesforce without forcing every engagement, score, or profile attribute to be copied into custom CRM objects. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

2.During a privacy law discussion with a customer, the customer indicates they need to honor requests for the Right to Be Forgotten. The Data 360 Consultant determines that Consent API will solve this business need.
Which consideration should the consultant inform the customer about?
A. Data Deletion requests are processed within 1 hour.
B. Data Deletion requests submitted to Data 360 are passed to all connected Salesforce clouds.
C. Data Deletion requests are submitted for Individual profiles.
D. Data Deletion automatically happens for related records.
Answer: C
Explanation:
Salesforce handles Data 360 data-subject-rights requests through the Salesforce Consent API, including Data Deletion or Right to Be Forgotten requests. Current Salesforce documentation states that these requests are submitted for individual profiles; when Identity Resolution is used, requests should target the applicable source individual profiles. This makes C the required consideration. A one-hour completion guarantee is not stated as the governing behavior, so A is incorrect. Requests submitted to Data 360 are not automatically propagated as deletion commands to every connected Salesforce cloud, eliminating B. Option D is also too broad: deletion behavior depends on the data model relationships and the records covered by the request rather than an unconditional deletion of every related record. The key implementation concept is that Consent API requests are profile-centered and governed by Data 360's data-subject-rights processing.

3.A Data 360 Consultant has been asked to help a customer implement Data 360 to improve their customer experience. They have identified four potential use cases.
Which scenario represents the most appropriate initial use case based on Salesforce implementation

best practices?
A. Implementing a complex, sub-second web personalization engine using 15 disparate third-party data streams with varying schemas
B. Moving 20 years of legacy transaction data into Data 360 to reduce storage costs in their primary CRM org
C. Redefining the global identity resolution rules for 1 billion records across 12 global regions simultaneously without a specific departmental pilot
D. Consolidating three systems (Sales, Service, and Marketing Cloud) to provide a " Single View of the Customer " for high-tier support agents
Answer: D
Explanation:
The core Data 360 principle is harmonization: bring data from multiple systems into a governed model that business teams can use consistently. Consolidating three systems (Sales, Service, and Marketing Cloud) to provide a " Single View of the Customer " for high-tier support agents is the strongest answer because Data 360 is designed to unify, harmonize, and activate customer and business data across systems. The platform is not merely a dashboard, archive, or point solution. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

4.A Data 360 Consultant is setting up a data stream with transactional data.
Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?
A. Number
B. Decimal
C. Text
D. Serial
Answer: C
Explanation:
The design point is to preserve source fidelity while shaping data only where Data 360 processing needs it. Here, Text fits because it changes the shape, keying, or refresh behavior at the Data 360 layer instead of forcing the source system to carry an analytics-specific design. In production, this keeps the upstream application simpler and gives the data team a repeatable way to prepare records for mapping, identity resolution, insights, or segmentation. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

5.A Data 360 Consultant noticed a recent increase in a customer ' s consolidation rate.
Which change to the identity resolution ruleset typically causes this result?
A. Modifying a ruleset that increases the number of matched profiles

B. Removing existing identity resolution rules
C. Reducing the number of data sources mapped to the Individual object
D. Deleting duplicate records from source data streams
Answer: A
Explanation:
The identity logic is about linking source profiles safely, then choosing the best surviving values for the unified profile. Modifying a ruleset that increases the number of matched profiles is appropriate because identity resolution needs reliable match inputs, qualified identifiers, and controlled reconciliation. It is not just deduplication; it is a rules-driven process that connects source records into a trusted unified profile. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.