Free Questions for Marketing-Cloud-Developer by actualtestdumps

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Question 1

Question Type: MultipleChoice

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

Options:

A- Base64Decode

B- ParseJSON

C- CreateObject

D- Stringify

Answer:

B

Question 2

Question Type: MultipleChoice

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete.

Which step is required before deleting the contacts?

Options:

A- Query the records into a new sendable data extension and delete it

B- Navigate to Contact Builder and delete the data extension

C- Divide the records in half and delete each resulting data extension

D- Navigate to Email Studio and delete the data extension

Answer:

C

Question 3

Question Type: MultipleChoice

A marketer is planning a weekly promotional send.

Which two types of data extensions could be sent to?

Choose 2 answers

Options:

A- Synchronized Data Extension

B- Sendable Data Extension

C- Salesforce Data Extension

D- Send Log Data Extension

Answer:

A, B

Question 4

Question Type: **MultipleChoice**

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?

Choose 2 answers

Options:

A- HTTPPost

B- HTTPGet

C- HTTPGet2

D- HTTPPost2

Answer:

A, B

Question 5

Question Type: MultipleChoice

A customer wants a list of subscribers who were sent an email within the past 12 months.

How should this request be completed?

Options:

A- Create a measure with criteria sent_date is after today minus 565 days

B- Run a tracking extract via the SOAP API

C- Query against the Job and Sent data views

D- Locate the email sends in the Tracking tab within Email Studio

Answer:

B

Question 6

Question Type: **MultipleChoice**

Certification Aid wants to automate the import of zipped files into a Data Extension. The zip files are placed on the Marketing Cloud Enhanced FTP server every night. Which activity is needed before those files can be imported? Choose 1.

Options:

A- File Import activity

B- Data Extract activity

C- Data Extension Import activity

D- File Transfer activity

Answer:

D

Question 7

Question Type: MultipleChoice

A developer initiated a batch delete of Contacts in Contact Builder due to an import error during implementation. There are over two million records that need to be deleted.

Which two factors should be considered when batch deleting large volumes of contacts?Choose 2 answers

Options:

A- Up to one million records can be deleted in each batch.

B- To more quickly remove contact information, use the suppression period length of 14.

C- The deletion process supersedes other automated account activities.

D- The suppression status does not show for individual contacts until the entire batch processes.

Answer:

C, D

Question 8

Question Type: MultipleChoice

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

Options:

A- In the HTML body which is processed after the Text body

B- In the Text body which is processed after the subject line

C- In the Text body which is processed after the HTML body

D- In the HTML body which is processed after the subject line

Answer:

C

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