



# Download Salesforce MCE-Dev-201 Exam Dumps Free

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## Question 1

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Question Type: MultipleChoice

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A developer receives Error Code 5 when performing a SOAP API call. The error states: "Cannot Perform 'Post' on objects of type 'SentEvent'".

What could be the issue?

Options:

- A- SOAP does not support POST; use REST
- B- The authentication token has expired.
- C- It may be a temporary network issue.
- D- 'SentEvent' is not able to be updated using SOAP.

Answer:

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D

Explanation:

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The error message 'Cannot Perform 'Post' on objects of type 'SentEvent'' indicates that the SentEvent object is not updatable via the SOAP API. The SentEvent object is typically read-only and is used for tracking purposes.

Read-Only Object: The SentEvent object is used to log events and is not designed to be modified via API calls. This is why attempts to perform POST operations on it will result in an error.

: Salesforce SOAP API Error Codes

## Question 2

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Question Type: MultipleChoice

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A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.

Which SQL function should be used to collect a representative sample from a larger data set?

### Options:

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- A- HAVING
- B- OVER
- C- NTILE

### Answer:

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C

### Explanation:

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To collect a representative sample from a larger data set, the developer should use the NTILE (C) SQL function. The NTILE function is used to distribute rows into a specified number of approximately equal-sized buckets or tiles, which can be useful for sampling purposes.

Example usage:

```
SELECT * FROM ( SELECT *, NTILE(10) OVER (ORDER BY SomeField) AS TileNumber FROM LargeDataSet ) AS Sample WHERE TileNumber = 1
```

This query divides the dataset into 10 tiles and selects rows from the first tile, effectively providing a sample.

Salesforce Marketing Cloud SQL Reference

SQL NTILE Function

## Question 3

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Question Type: MultipleChoice

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Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.

### Options:

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- A- DataExtensionObject object
- B- Subscriber object
- C- Attribute object
- D- DataExtension object

## Answer:

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A

## Explanation:

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To add records to a Data Extension using the SOAP API, the DataExtensionObject object is utilized. This object represents a row within a data extension.

DataExtensionObject: This object is specifically designed to interact with data extensions, allowing you to insert, update, and retrieve rows. Here is a basic example of how to use this object to add a record:

```
<s:Envelope xmlns:s='http://schemas.xmlsoap.org/soap/envelope/'> <s:Body> <CreateRequest xmlns='http://exacttarget.com/wSDL/partnerAPI'> <Objects xsi:type='DataExtensionObject'> <CustomerKey>DataExtensionExternalKey</CustomerKey> <Properties> <Property> <Name>SubscriberKey</Name> <Value>example@example.com</Value> </Property> <Property> <Name>FirstName</Name> <Value>John</Value> </Property> <Property> <Name>LastName</Name> <Value>Doe</Value> </Property> </Properties> </Objects> </CreateRequest> </s:Body> </s:Envelope>
```

: Salesforce SOAP API Developer Guide

## Question 4

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Question Type: MultipleChoice

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A developer wants to trigger an SMS message to a subscriber using a form published on CloudPages. How should the SMS message be triggered once the subscriber submits the form?

## Options:

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- A- Outbound SMS template and Automation Send Method
- B- InsertData AMPscript function to add the subscriber to a MobileConnect list
- C- CreateSMSConservation AMPscript function
- D- requestToken and messageContact REST API objects

## Answer:

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D

### Explanation:

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To trigger an SMS message to a subscriber using a form published on CloudPages, the developer should use the requestToken and messageContact REST API objects (D). These objects can be used to authenticate and send the SMS message programmatically when the form is submitted.

Salesforce Marketing Cloud MobileConnect API

Salesforce Marketing Cloud REST API

## Question 5

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Question Type: MultipleChoice

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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:

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- A- File Import activity
- B- Data Extract activity
- C- Data Extension Import activity
- D- File Transfer activity

### Answer:

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D

### Explanation:

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Before importing zipped files into a Data Extension, a File Transfer activity is needed to unzip the files on the Marketing Cloud Enhanced FTP server. This activity moves and decompresses the files to make them available for import.

File Transfer Activity: This activity is used to move files from one location to another and to unzip compressed files.

: Salesforce File Transfer Activity

## Question 6

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Question Type: MultipleChoice

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A developer wants to aggregate monthly energy usage data over a four month period for each subscriber within an email. The monthly usage values are stored in variables for each month in the following way:

How should the developer use AMPscript to generate the total?

Options:

- A- SET @total = (@jan + @feb + @mar + @apr)
- B- SET @total = AZD((@jan @feb) @mar) @apr
- C- SET @total = ADD(@jan,ADD(@feb,ADD(@mar,@apr)))
- D- SET @total = (ADD(@jan,@feb), ADD(@mar, @apr))

Answer:

---

C

Explanation:

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To aggregate monthly energy usage data stored in variables for each month, you should use the ADD function in AMPscript to sum up the values. The ADD function can be nested to handle multiple values.

AMPscript Example:

```
%%[ SET @total = ADD(@jan, ADD(@feb, ADD(@mar, @apr))) ]%%
```

: Salesforce AMPscript Functions - ADD

## Question 7

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Question Type: MultipleChoice

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A developer created an email using the fasubjectLine variable as the subject line. Due to revisions, the developer declared <>subjectLine in multiple locations throughout the email, including:

- %%[ SET @subjectLine = 'Enjoy 10% off today' ]%% was declared at the top of the HTML body
- %%[ SET @subjectLine = 'Enjoy 15% off today' ]%% was declared in the top of the Text body
- %%[ SET @subjectLine = 'Enjoy 5% off today' ]%% was declared at the bottom of the HTML body
- %%[ SET @subjectLine = 'Enjoy 20% off today' ]%% was declared within the Subject Line

Which subject line will be used at the time of deployment?

Options:

- A- Enjoy 10% off today
- B- Enjoy 15% off today
- C- Enjoy 20% off today



Answer:

C

Explanation:

When the subjectLine variable is declared in multiple locations throughout the email, the value used at the time of deployment will be the last value assigned to the variable. In the provided declarations, the last assignment is:

%%[ SET @subjectLine = 'Enjoy 20% off today' ]%% was declared within the Subject Line

Therefore, the subject line used at the time of deployment will be 'Enjoy 20% off today' (C).

Salesforce Marketing Cloud AMPscript Variable Scope

AMPscript Guide: Variable Declaration



## Question 8

Question Type: MultipleChoice

NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Select 3

Options:

- A- Journey Builder Send Email Activity

- B- Content Builder Send Flow
- C- Send Marketing Cloud Email in Sales or Service Cloud
- D- Journey Builder Send SMS Activity
- E- Automation Studio Send Email Activity

**Answer:**

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A, B, E

**Explanation:**

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Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.

Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

: Salesforce Journey Builder Email Activity

Content Builder Send Flow: When sending emails through Content Builder, exclusion scripts can be used to filter out subscribers who meet the exclusion criteria.

Automation Studio Send Email Activity: In Automation Studio, email send activities can utilize exclusion scripts to exclude specific subscribers.



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