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Shared by Bray on 29-01-2024

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Question 1

Question Type: MultipleChoice

A Marketing Cloud admin has been asked to update their Marketing Cloud SFTP password

Where in Setup could they accomplish this task?

Options:

A- Company Settings

B- Feature Settings

C- Data Management

D- Security

Answer:

C

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

Options:

A- Journey Builder

B- Contact Builder

C- MobileConnect

D- MobilePush

Answer:

A, D

Question 3

Question Type: **MultipleChoice**

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

Options:

A- Marketing Cloud Security Administrator

B- Administrator

C- Data Manager

D- Marketing Cloud Administrator

Answer:

B, D

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup7

Options:

A- Minimum Password Length, Password Complexity, Password History, Expiration Period

B- Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions

C- Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions

D- Maximum Password Length, Password Complexity, Unique Password, Expiration Period

Answer:

A

Question 5

Question Type: **MultipleChoice**

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries.

Which feature would allow this functionality?

A- Journey Builder

B- Synchronized Data Sources

C- CloudPages

D- Query Studio

Answer:

B

Question 6

Question Type: MultipleChoice

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User7

Choose 2 answers

Options:

A- By default, the username is the MID for the current Marketing Cloud MID.

B- Minimum password length is 12 characters.

C- By default, the password will be the password of the logged-in user.

D- Once created, the user will need to be activated in order to use the SFTP.

Answer:

B, D

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

Options:

A- Move the File Transfer to its own automation and include a notification email address

B- Move the Import definition to its own automation and include a notification email address

C- Update the Import definition to include a notification email address

D- Update the automation to include a notification email address for Runtime Errors

Answer:

C