



Free Salesforce MCE-Dev-201 Practice Questions

Shared by Holman on 13-08-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page



Question 1

Question Type: MultipleChoice

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function?

Choose 2 answer

Options:

- A- The send fails
- B- The email is not sent to the particular subscriber
- C- An error message is sent to the From Address used in the email
- D- The send is retried

Answer:

A, B

Explanation:

Using the RaiseError AMPscript function allows a developer to handle errors when necessary data for building an email is missing. The possible outcomes of using this function include:

The send fails (A) - The entire email send can be stopped if a critical error is encountered.

The email is not sent to the particular subscriber (B) - The send can be aborted for specific subscribers who do not have the necessary data.

Salesforce Marketing Cloud AMPscript RaiseError Function

Salesforce Marketing Cloud Documentation

Question 2

Question Type: MultipleChoice

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a 'First Name' field from a Sendable Data Extension used to send the email? Choose 2 answers

Options:

- A- SET @firstName = [First Name]
- B- SET @firstName = %%First Name%%
- C- SET @firstName = attributeValue ("First Name")
- D- SET @firstName = "First Name"]

Answer:

B, C

Explanation:

To set a variable to use a field from a Sendable Data Extension in an AMPscript block, the following options can be used:

SET @firstName = %%First Name%% (B) - This syntax directly references the field value within AMPscript.

SET @firstName = AttributeValue('First Name') (C) - This function retrieves the value of the specified attribute (field) for the current subscriber context.

Salesforce Marketing Cloud AMPscript Guide

AttributeValue Function

Question 3

Question Type: MultipleChoice

A developer wants to create a data model in Contact Builder.

Which two applications will be able to use this newly-created data model for segmentation?

Choose 2 answers

Options:

- A- Email Studio
- B- Automation Studio
- C- Journey Builder
- D- Mobile Studio

Answer:

A, C

Explanation:

The newly created data model in Contact Builder can be used for segmentation in the following applications:

Email Studio (A) - Email Studio can use data extensions and attribute groups from Contact Builder for segmentation.

Journey Builder (C) - Journey Builder can leverage the data model created in Contact Builder for creating targeted journeys and audience segments.

Salesforce Marketing Cloud Contact Builder

Journey Builder Data Integration

Question 4

Question Type: MultipleChoice

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

Options:

- A- JobID
- B- ListID
- C- Unsub Reason
- D- SubscriberKey

Answer:

A

Explanation:

The JobID parameter is required for the LogUnsubEvent request to be tied to the appropriate send. The JobID uniquely identifies the email job that was sent, allowing the system to

accurately log the unsubscribe event for that specific send.

JobID: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

: Salesforce LogUnsubEvent Documentation

Question 5

Question Type: MultipleChoice

A developer wants to expand their knowledge of Query Activities. They want to identify email addresses that have bounced in the last 30 days, along with the Bounce Reason and some additional subscriber specific data; however, the SQL they have written does not return any records. Below is the SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason
FROM _Subscribers s JOIN _Bounce b ON s.EmailAddress = b.EmailAddress
WHERE b.EventDate > DateAdd(DAY, -30, GETDATE())
```

What updates should be made to ensure this SQL statement returns the desired results?

Options:

- A- Marketing Cloud does not allow DateAdd functions in QueryActivities. They should define a specific date.
- B- Marketing Cloud _Bounce data view does not contain EmailAddress. They should join on SubscriberID.
- C- Marketing Cloud Data Views only hold 20 days worth of data. They should narrow scope of DateAdd function.
- D- Marketing Cloud does not allow use of GETDATE function. They should define a specific date.

Answer:

B

Explanation:

The SQL statement in question does not return any records because it is joining on the EmailAddress field, which is not present in the _Bounce Data View. The correct approach is to join using the SubscriberKey (or SubscriberID). Here is the corrected SQL statement:

```
SELECT s.EmailAddress, s.SubscriberKey, b.JobID, b.EventDate, b.SMTPBounceReason FROM
```

```
_Subscribers s JOIN _Bounce b ON s.SubscriberKey = b.SubscriberKey WHERE b.EventDate >
DateAdd(DAY, -30, GETDATE())
```

This ensures that the join is based on the SubscriberKey, which is a common field in both data views.

Salesforce Marketing Cloud Data Views

Query Activity Best Practices

Question 6

Question Type: MultipleChoice

A developer wants to create an HTML table where rows will alternate background colors between white and red. The developer does not know how many rows will be sent within each email, and decides to use a loop and assigns the RowCount() of the table rows to the variable @numerator. What is the recommended AMPscript logic to determine the background color of each table row within the loop?

Options:

- A- %%[IF DIVIDE(@numerator,2) =1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- B- %%[IF SUBSTRING(DIVIDE(@numerator,2),1) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- C- %%[IF @numerator/2 = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%
- D- %%[IF MOD(@numerator,2) = 1 THEN SET @color = 'Red' ELSE SET @color = 'White' ENDIF]%%

Answer:

D

Explanation:

To alternate the background color of rows in an HTML table using AMPscript, the MOD function can be used to determine if the row number is odd or even.

MOD Function: The MOD function returns the remainder of a division operation. By using MOD(@numerator, 2), the function returns 1 for odd rows and 0 for even rows, allowing the background color to be set accordingly.

AMPscript Example:

```
%%[ SET @numerator = 1 FOR @i = 1 TO RowCount(@rows) DO SET @color = IF
MOD(@numerator, 2) == 1 THEN 'Red' ELSE 'White' ENDIF SET @numerator =
ADD(@numerator, 1) ]%% <tr style='background-color: %%=v(@color)=%%;'> <!-- Row
content --> </tr> %%[ NEXT @i ]%%
```

: Salesforce AMPscript Functions

Question 7

Question Type: MultipleChoice

NTO wants to exclude sending an email at send time to those with a record on the 'Exclude' Data Extension. The primary key on this data extension is Subscriber Key.

How would a developer write the Exclusion Script?

Options:

- A- Lookup ('Exclude','EmailAddress','SubscriberKey',SubscriberKey)
- B- Lookup ('Exclude','SubscriberKey', 'EmailAddress', emailddr_)
- C- Rowcount (LookupRows('Exclude',SubscriberKey,_SubscriberKey) >0)
- D- Rowcount (LookupRows('Exclude','SubscriberKey,_SubscriberKey) >1)

Answer:

C

Explanation:

To exclude sending an email at send time to those with a record on the 'Exclude' Data Extension where the primary key is Subscriber Key, the developer should use the following Exclusion Script:

ampscript

Copy code

```
RowCount(LookupRows('Exclude', 'SubscriberKey', _SubscriberKey)) > 0
```

This script checks if there are any rows in the 'Exclude' Data Extension that match the Subscriber Key. If the count is greater than 0, the email is excluded from being sent.

AMPscript Guide

Salesforce Marketing Cloud Documentation

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters sends a weekly email with dynamic content, and they want to record custom data inside a send log on each send to record what content was displayed and correlation flags.

What is the maximum number of custom data points recommended by Salesforce to ensure sends speeds are not affected when inserting into the built-in send log?

Options:

- A- 20 fields or less
- B- 10 fields or less
- C- No limit
- D- 5 fields or less

Answer:

C



To Get Premium Files for MCE-Dev-201 Visit

<https://www.p2pexams.com/products/mce-dev-201>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/mce-dev-201>

20%
DISCOUNT

P2P
exams