



**Free Questions for Marketing-Cloud-Developer by
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Question 1

Question Type: MultipleChoice

NTO puts the word TEST at the beginning of the name for each test email. Which query would return the subs who were sent those emails?

Options:

- A) SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE 'TEST%'
- B) SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE 'TEST%'
- C) SELECT * FROM _Job J INNER JOIN _Sent S ON JobID = S.JobID WHERE J.EmailName LIKE 'TEST%'
- D) SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = 'TEST%'

Answer:

C

Question 2

Question Type: MultipleChoice

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record. The following AMPscript statement is included in an email:

```
IF (Balance &gt; 6.00) THEN
```

```
SET @Result = 'Balance is more than $6.00
```

```
ENDIF
```

Why would this IF statement yield unintended results?

Options:

- A) The operands are not the same data type.
- B) The comparison should use the < operator.
- C) Balance is a protected keyword.
- D) Double quotes should be used instead of single quotes.

Answer:

A

Question 3

Question Type: MultipleChoice

*Certification Aid uses Marketing Cloud Connect and wants to create a lead capture form on a landing page. When a customer submits the form, a Lead record should be created in Salesforce. Which scripting language can be used for this? Choose 2.

Options:

- A) AMPscript to create Salesforce record, SSJS for form handling.
- B) SSJS to create Salesforce record, AMPscript for form handling.
- C) AMPscript for whole functionality.
- D) SSJS for whole functionality.

Answer:

A, C

Question 4

Question Type: MultipleChoice

A developer wants to create a Synchronized Data Extension containing Lead data from Sales Cloud. They only want to include records which contain a phone number. Each of the following fields contains this information per these rules: -Phone is not blank (Data Type = Phone) -PhoneExists is true (Data Type = Boolean) -ValidPhone is 'true' (Data Type = Formula(Boolean)) -ContactType equals 'Phone' (Data Type = Text). Which field could be used to select a subset of records in the synchronization configuration?

Options:

- A) ValidPhone
- B) Phone
- C) ContactType
- D) PhoneExists

Answer:

B

Question 5

Question Type: MultipleChoice

A developer identified duplicate contacts and initiated a Contact Delete process for 10 million subscribers. How could the process be expedited?

Options:

- A) Change the Suppression value to a larger value
- B) Manually delete subscribers in All Contacts
- C) Stop current delete process and delete smaller groups
- D) Delete any unnecessary Sendable Data Extensions

Answer:

C

Question 6

Question Type: MultipleChoice

NTO uses an external CRM which only exports encrypted files. NTO's marketing manager team wants to use some of the subscriber data found in the CRM for future marketing sends. Which three actions should be included in an automation given these requirements?
Choose 3

Options:

- A) Import definition to the necessary data extension
- B) File transfer activity to the Import directory for decryption
- C) File drop to the SFTP Root directory
- D) File drop to the SFTP Import directory
- E) File transfer activity to the Safehouse for decryption

Answer:

A, D, E

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