



Free Questions for Customer-Data-Platform

Shared by Melton on 13-05-2025

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Question 1

Question Type: MultipleChoice

What are 2 options to stop a segment from publishing?

Options:

- A- Disable
- B- Skip
- C- Unpublish
- D- Delete



Answer:

D

Question 2

Question Type: MultipleChoice

What are the two benefits of using Calculated Insights compared to Segmentation Criteria?

Options:

- A- It creates reusable content
- B- Performs complex queries across multiple objects.
- C- Simple logic on row-based operations
- D- Friendly drag & drop interface



Answer:

A, B

Question 3

Question Type: MultipleChoice

Which data model defines the complete set of experiences that customers go through when

interacting with a company?

Options:

- A- Party Data Model
- B- Journey Data Model
- C- Engagement Data Model
- D- Case Data Model

Answer:

B

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Question 4

Question Type: MultipleChoice

Which archive formats are supported by Salesforce CDP?

Options:

- A- CSV
- B- GZ
- C- TSV
- D- ZIP

Answer:

B, D

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Question 5

Question Type: MultipleChoice

What happens if no file name is specified in AWS S3 data stream during ingestion?

Options:

- A- The system does not fetch any file and the data stream shows an error.

- B- The system chooses the first file found in the S3 bucket
- C- The ingestion setup can't be completed without specifying the filename.
- D- The ingestion setup is completed but the data stream shows 0 records

Answer:

B

Question 6

Question Type: MultipleChoice

What should be the type of the Event Time Field while ingesting Engagement data?

Options:

- A- Mutable
- B- Inconsistent
- C- Immutable
- D- None of the above

Answer:

C

Question 7

Question Type: MultipleChoice

How do the Data streams that use the Marketing Cloud Connector refresh data?

Options:

- A- Manually refreshed by CDPAdmin
- B- Marketing Cloud's Automation Studio handles this process.
- C- APIs are used for refresh
- D- None of the above

Answer:

B

Question 8

Question Type: MultipleChoice

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

Options:

- A- Custom DMO
- B- Standard DMO
- C- Data Lake Object (DLO)
- D- Data Source Object (DSO)

Answer:

B

Question 9

Question Type: MultipleChoice

Which of the following are characteristics of Formulas? (Choose 2)

Options:

- A- Simple logic on a row-based operation
- B- Ease of use, self-service
- C- Highly reusable content
- D- Attribute updated regularly

Answer:

A, C

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