



**Free Questions for [Marketing-Cloud-Developer](#) by [certsinside](#)**

**Shared by [Espinoza](#) on [07-06-2022](#)**

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## Question 1

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### Question Type: MultipleChoice

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A developer wants to create a CloudPage which is linked from an email. %%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) &gt; 1 THEN SET @value = 1 ELSEIF Length(@point)&gt;2 THEN SET @value = 2 ELSEIF Length(@point) &gt;3 THEN SET @value = 3 ELSEIF Length(@point) &gt;4 THEN SET @value = 4 ENDIF]%% Which is the expected value of @value if x = 'Tacos'?

### Options:

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- A) 3
- B) 1
- C) 5
- D) 4

### Answer:

---

B

## Question 2

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**Question Type: MultipleChoice**

---

A sendable data extension with a text field named 'Balance' contains the value S6.96 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

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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:

---

D

## Question 4

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**Question Type:** MultipleChoice

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A developer wants to upload a base64-encoded file to Content Builder using an API Installed Package but receives an insufficient Privileges error. What should the developer check to troubleshoot the error?

**Options:**

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- A) Validate Client Id and Client Secret are correct
- B) Verify the Asset Type Id matches the Asset Type Name
- C) Confirm the REST Base URI uses the correct subdomain
- D) Confirm the Component's Channel options are available

**Answer:**

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B

## Question 5

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**Question Type:** MultipleChoice

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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 filters 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:**

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

**Answer:**

---

B

## Question 6

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**Question Type: MultipleChoice**

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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:**

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- 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

## Question 7

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**Question Type: MultipleChoice**

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A company need to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the peformance? Choose

2

**Options:**

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- A) Use a SimpleFilterPart to retrieve small sets of relevant data.
- B) Use AMPscript API functions on a CloudPage
- C) Use the ContinueRequest feature
- D) Use the REST API instead of the SOAP API

**Answer:**

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B, C

## Question 8

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**Question Type:** MultipleChoice

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NTO is using an asynchronous SOAP API call to the TriggerSend object to send order confirmation email to their customers. Which API object and attribute should be used to retrieve the status of the API call?

**Options:**

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- A) Result Object and EmailAddress
- B) Result Object and ConservationID



- C) ResultItem Object and OrderID
- D) ResultItem Object and RequestID

**Answer:**

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D

## Question 9

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**Question Type: MultipleChoice**

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

**Options:**

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- 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 10

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**Question Type: MultipleChoice**

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\*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:**

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- 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:**

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A, C

## Question 11

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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:

---

- 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:

---

D

## Question 12

---

**Question Type:** MultipleChoice

---

A sendable data extension with a text field named 'Balance' contains the value S6.96 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

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