Free Questions for Marketing-Cloud-Developer by certsdeals

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Question 1

Question Type: MultipleChoice

A developer needs to use the 'contacts/ route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

Options:

A- Each contact should already exist in All Subscribers.

B- Journey Builder should be configured to use the data extension.

C- Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.

D- The data extension should be linked in an Attribute Group in Contact Builder.

Answer:

D

Question 2

Question Type: MultipleChoice

Why would a developer use LookupRows Instead of the Lookup AMPscript function?

Options:

A- To return a complete rowset from the data extension

B- To stay at the limit of two Lookup calls in one email

C- To see how many rows are In a data extension

D- To access a data extension, as Lookup only targets lists

Answer:

A

Question 3

Question Type: MultipleChoice

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer.

Which two AMPscript functions would return a suitable rowset?

Choose 2 answers

Options:

A- LookupRows

B- LookupOrderedRows

C- Row

D- Lookup

Answer:

A, B

Question 4

Question Type: MultipleChoice

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

Options:

A- Job

B- Sent

C- Journey

D- Subscribers

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a data extension In the Shared Data Extensions folder named 'MemberData'. This data extension contains basic address information, as well as Boolean fields labeled 'US' and 'Global' indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

SELECT * FROM MemberData WHERE State = 'NY' AND US = 1

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors: MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views."?

Options:

A- Incorrect syntax; Query Activities are written in SOQL

B- MemberData should be prefixed with ENT

C- Query should check for a US value of True'

D- Query Activities cannot use the ' wildcard

Answer:

B

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters has an Enterprise 2.0 account with 15 business units. Each business unit can access a Shared Data Extension named 'Inventory', which contains the details for each product. A Boolean field named 'InStock' indicates whether the item is available.

Which snippet of AMPscript would return all products which are currently available?

Options:

A- LookupRows ('Ent. Inventory*, 'true', 'InStock')

B- LookupRows ('Ent. Inventory*, itemName, 'InStock', 'true')

C- LookupRows ('Ent. Inventory*, 'InStock', 'true',)

D- LookupRows ('Inventory*, 'InStock' 'true',)

Answer:

C

Question 7

Question Type: MultipleChoice

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caapptld. The developer does NOT want the Appointment ID to be visible to anyone using the form.

What is the best method to ensure the parameters are passed successfully to the data upsert page?

Options:

A- <input id='apptld' type='textarea' value'%%v(@>apptld)%%' readonly>

B- <form action='%%=MicrositeURL(123,,apptId',@apptId)a%%' method='post'>

C- <form action'%%CloudPagesURL(123,'apptId',@apptId)%%' methods 'post'>

D- <lnput ld=MapptId' type='textarea' value='%%v(@apptld)%%' hldden>

Answer:

C

Question 8

Question Type: MultipleChoice

Northtrn Trail Outfitters mistakenly synced the User_Salesforce object which added to their billable contact count.

What should be recommended to remove these contacts'

Options:

A- Update the sync to remove these contacts from the All Contacts table.

B- Use the REST API to delete the contacts from the All Subscribers table.

C- Put the synced records into a sendable data extension and use Contact Delete.

D- Use the SOAP API to delete the contacts from the All Contacts table.

Answer:

C

Question 9

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, B

Question 10

Question Type: MultipleChoice

Northtrn Trail Outfitters (NTO) wants to import a data file. It will be uploaded at regular intervals to their Enhanced FTP Account where an automation will import the file Into a data extension. NTO requires the file to be encrypted.

Which two file encryption options are supported when importing data files to Marketing Cloud?

Choose 2 answers

Options:

A- PGP encryption

B- RSA encryption

C- GPG encryption

D- AES encryption

Answer:

A, C

Question 11

Question Type: MultipleChoice

Northtrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level.

Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

Options:

A- ListSubscribers

B- ENT._Subscribers

C- _BusinessUnitUnsubscribes

D- .Subscribers

Answer:

C

Question 12

Question Type: MultipleChoice

A customer wants to export send data to their SFTP. Which two automations would accomplish this? Choose 2

Options:

A- Tracking Extract

B- Tracking Extract > File Transfer

C- Query (Data Views) > Data Extension Extract > File Transfer

D- Query (Data Views) > File Transfer

Answer:

B, C

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