Question 1

Which type of measures with aggregate functions are supported?

Options:

A- Date

B- Text

C- Numeric

D- Boolean

Answer:

C

Explanation:

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean are not types of measures, but types of dimensions. Dimensions are fields that can

Question 2

Question Type: **MultipleChoice**

What is the maximum limit of the number of records for Full Refresh Extract Method?

Options:

A- 10 million

B- 40 million

C- 50 million

D- No hard limit

Answer:

A

Explanation:

The maximum limit of the number of records for Full Refresh Extract Method is 10 million. Full Refresh Extract Method is an option for extracting data from Marketing Cloud to Data Cloud. It extracts all records from a data extension regardless of when they were created or modified. If the number of records exceeds 10 million, an error occurs and no records are extracted. Reference:Extract Methods

Question 3

Question Type: **MultipleChoice**

How many days of historical data is loaded when B2C Commerce Data Stream is created

from the Order Bundle?

Options:

A- 90 days

B- 60 days

C- 30 days

D- 10 days

Answer:

C

Explanation:

When B2C Commerce Data Stream is created from the Order Bundle, 30 days of historical data is loaded. The Order Bundle is a preconfigured data bundle that contains order-related data from B2C Commerce Cloud. Data Stream is a feature that allows you to stream data from B2C Commerce Cloud to Data Cloud in near real time. Reference:B2C Commerce Data Stream

Question 4

Question Type: MultipleChoice

Which of the following functions returns the first value from a list that isn't empty?

Options:

A- CONCAT

B- COALESCE

C- REPLACE

D- FIND

Answer:

B

Explanation:

COALESCE is the function that returns the first value from a list that isn't empty. It takes a list of values as arguments and returns the first non-empty value. For example, COALESCE(NULL, '', 'Hello', 'World') returns 'Hello'. If all values are empty, it returns NULL. Reference:COALESCE

Question 5

Question Type: MultipleChoice

When can the data types be changed during ingestion?

Options:

A- After the DSO is created

B- Before DSO is created

C- Data type can never be changed

D- Data type can be changed at any time

Answer:

B

Explanation:

The data types can be changed during ingestion before the Data Source Object (DSO) is created. A DSO is a container for ingested data that defines the schema, format, and metadata of the data. Data types can be changed in the Data Explorer before creating a DSO by using the Edit Schema option. Once a DSO is created, the data types cannot be changed. Reference:Create a Data Source Object

Question 6

Question Type: **MultipleChoice**

Which of these is present in Identity Resolution Summary?

Options:

A- Unified Individuals

B- Last Processing Status

C- Matched Individuals

D- All the above

Answer:

D

Explanation:

The Identity Resolution Summary page shows all the above information: Unified Individuals, Last Processing Status, and Matched Individuals. Unified Individuals are the profiles that Data Cloud creates by linking multiple source profiles based on match rules. Last Processing Status shows the date and time of the last identity resolution run and whether it was successful or not. Matched Individuals shows the number and percentage of source profiles that were matched to a unified individual profile. Reference:Identity Resolution Summary

Question 7

What is the relationship between Individual and Contact Point Objects?

Options:

A- 1:1

B- 1: Many

C- Many: Many

D- None of the above

Answer:

B

Explanation:

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual.
Reference:Data Model Overview

Question 8

How does Identity Resolution select attributes for Unified Individuals when there is conflicting information in the Data Model?

Options:

A- Create additional Rule Sets

B- Leverage Reconciliation Rules

C- Create additional Contact Points

D- Leverage Match Rules

Answer:

B

Explanation:

Reconciliation rules are used to select attributes for Unified Individuals when there is conflicting information in the Data Model. Reconciliation rules can use different methods to prioritize values, such as source sequence, most recent value, or most frequent value. For example, if two profiles have different first names, reconciliation rules can determine which one to use for the unified profile based on the source sequence or the most recent value. Reference:Identity Resolution Reconciliation Rules

Question 9

Question Type: MultipleChoice

Which match criteria is only available as custom in order to perform an exact match in Identity Resolution?

Options:

A- Phone Number

B- Email Address

C- Party Identification Id

D- Government Id

Answer:

C

Explanation:

Party Identification Id is the only match criteria that is only available as custom in order to perform an exact match in Identity Resolution. Party Identification Id is a unique identifier for each Party Identification record in the data model. It is not one of the standard match criteria that Data Cloud provides out of the box, so it has to be created as a custom match criteria. Custom match criteria allow you to use any field from the data model as a match rule. Reference:Create Custom Match Criteria