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Exam : **MC-101**

Title : Salesforce Certified Marketing Cloud Engagement Foundations

Version : DEMO

1.A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).
Which data extension should the associate use?
A. Filtered Data Extension
B. Random Data Extension
C. Standard Data Extension
Answer: A
Explanation:
A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

2.Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.
What should an associate recommend?
A. Enable content tags.
B. Create custom folder permissions.
C. Organize folders alphabetically.
Answer: A
Explanation:
Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

3.A marketing associate needs to import a CSV file into a data extension.
Which delimiter should the associate select to correctly import this file type?
A. Tab
B. Pipe
C. Comma
Answer: C
Explanation:
For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line. When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

4.A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months.
Where should an associate view the status of the subscriber?
A. Synchronized Data Extensions in Contact Builder
B. All Subscribers in Email Studio
C. All Contacts in Contact Builder
Answer: B
Explanation:
The "All Subscribers" list in Email Studio is the centralized location within Salesforce Marketing Cloud where the status of each subscriber is maintained. This list includes details such as the subscriber's email address, status (Active, Unsubscribed, Bounced, etc.), and other relevant subscriber information. If a customer complains about not receiving emails, checking their status in the "All Subscribers" list can provide insights into whether they have unsubscribed or if there is another issue affecting their receipt of communications.

5.According to GDPR principles, what is a company allowed to do after collecting personal data from a client?
A. Retain client information after the client requests termination of the relationship.
B. Contact the client in order to keep their personal data up to date.
C. Sell the information to other companies for marketing purposes.
Answer: B
Explanation:
Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.