Free Questions for Field-Service-Consultant by vceexamstest

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters wants to query Marketing Cloud for send data across SMS, Push, and email.

What would a consultant recommend?

Options:

A) Send Logs

B) Contact History

C) Sent Data Views

D) Tracking Extracts

Answer:

A

Question 2

Question Type: MultipleChoice

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename Is not consistent for each upload. Their consultant recommends they use a File Drop Automation,

Which two considerations should be made7

Choose 2 answers

Options:

A) They may utilize an external FTP site.

B) The directory Is unable to be used by another File Drop Automation.

C) The directory used by the file trigger should be inside the import directory.

D) The directory cannot contain more than five file triggers.

Answer:

B, C

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) sends emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

Options:

A) From the Reply Mail Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section and select the HTML email from the 'define email* link.

B) Open Admin > Account Settings page In Email Studio and In the Auto Reply Email' section, select 'Custom' and paste the HTML email code into the text area field.

C) A Create a Triggered Send and from a Sender Profile properties page, enable 'Custom Reply Mail Management Settings', 'Use Auto Reply' and 'Reply using triggered send' options, then select the Triggered Send email.

D) Create a Triggered Send and on the Reply Mall Management settings page, choose the 'Create Custom Response' option under 'Automated Response Email for Remaining Replies' section, then select the Triggered Send email.

Answer:

C

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters uses a Salesforce Data Entry Source in their Journey that injects Salesforce Orders when they are either created or updated with a status of New, Currently Knitting, Shipped, and Complete. Their Journey works when orders are created, but they notice that it does not inject customers when their status is updated.

What could be causing this?

Options:

A) Orders are not being updated from not meeting criteria to meeting criteria

B) Synchronized Data Sources poll for changes every 15 minutes at the quickest

C) Orders should be set up to allow injection upon update in Connect Configuration

D) The associated Contact should be updated to be injected

Answer:

C

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this7

Options:

A) _ListSubscribers

B) _EnterpriseAttribute

C) Subscribers

D) _PublicationSubscriber

Answer:

A

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys In each environment prior to launching in production.

Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment7

Configuration Manager

Options:

B) Change Sets

C) Deployment Manager

D) Ant Migration Tool

Answer:

C

Question 7

Question Type: MultipleChoice

A customer wants to integrate a new dataset with pre-existing contacts. This data will be updated via separate data feeds from the main contact information.

What data model configuration should be recommended'

Options:

A) Create additional attribute fields in the main contact data extension.

B) Create new Salesforce data extension and link it to the other data extensions.

C) Create a new data extension and link it to the other data extensions.

D) Create a new data extension and link it as a new population.

Answer:

C

Question 8

Question Type: MultipleChoice

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office owns the advertising copy and subscriber lists. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

Options:

A) One business unit.

B) One business unit with shared folders.

C) A One parent business unit and a child business unit for each franchise owner.

D) One parent business unit and a child business unit shared across franchise owners.

Answer:

C

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend?

Choose 2 answers

Options:

A) Mobile Device ID

B) Email

C) CRM ID

D) Loyalty Program Number

Answer:

C, D

Question 10

Question Type: **MultipleChoice**

A marketer wants to personalize an email with real-time weather information from the Sunny Sky API.

What tool should be used to parse and display the response within the email?

Options:

A) NodeJS

B) GTL

C) Apex

D) SSJS

Answer:

A

Question 11

Question Type: **MultipleChoice**

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement'

Options:

A) API Event Entry, SQL Query Activity, Task Activity

B) Salesforce Data Entry, SQL Query Activity, Task Activity

C) Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity

D) Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity

Answer:

C

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