



Free Questions for **Marketing-Cloud-Developer** by **dumpssheet**

Shared by **Haynes** on **24-05-2024**

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Question 1

Question Type: MultipleChoice

A developer wants CloudPages to work with a REST API returning data in JavaScript Object Notation. The developer wants to efficiently ingest the data and write it to a data extension.

Which function should be used?

Options:

- A- Server-Side JavaScript function Stringify
- B- Server-Side JavaScript function ParseJSON
- C- AMPscript function BuildRowsetFromXML
- D- AMPscript function BuildRowsetFromString

Answer:

A

Question 2

Question Type: MultipleChoice

A marketer is sending an email with dynamic content contained in a series of conditionals.

Which AMPscript function should be used to track the different versions of the content within the email?

Options:

- A- ContentArea
- B- BeginImpressionRegion
- C- ContentAreaByName
- D- ContentBlockName

Answer:

B

Question 3

Question Type: MultipleChoice

A developer started a Contact Delete process that is now complete.

In which two places would the Contact Delete process remove data? Choose 2 answers

Options:

- A- Non-Sendable Data Extensions
- B- Import Files on the Enhanced SFTP
- C- Sendable Data Extensions
- D- Mobile Lists

Answer:

C, D

Question 4

Question Type: MultipleChoice

A developer is managing the data model programmatically and needs to access Attribute Group schema via the API. Which API should the developer use?

Options:

A- Bulk

B- SOAP

C- XML

D- REST

Answer:

B

Question 5

Question Type: MultipleChoice

A developer wants to create a Send Log Data Extension to increase efficiency with tracking email sends.

Which two best practices should the developer remember when configuring the Send Log Data Extension? Choose 2 answers

Options:

- A-** Use Data Retention to limit the amount of data captured.
- B-** Limit custom fields in the data extension to 10 or fewer.
- C-** Create a number of fields equal to the fields in the source data extension.
- D-** Maximize the field size to accommodate all incoming data.

Answer:

A, C

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.

Which step is required for NTO when creating relationships for this data extension in Data Designer'

Options:

- A-** Link the Contact ID to the Subscriber Key when creating the relationship

- B-** Use a one-to-one cardinality when creating the relationship
- C-** Link the Contact Key to the Subscriber's email address when creating the relationship
- D-** Set Subscriber Key as a text data type before linking the data extension to Contact Key

Answer:

A

Question 7

Question Type: MultipleChoice

A developer wants to expand the functionality of existing code which was written in AMPscript, but prefers to use Server-Side JavaScript (SSJS) for updates.

Which SSJS statement will retrieve the value of the AMPscript variable named subKey?

Options:

A- Var.Get('subKey');

B- Variable.GetTVValue ("@subKey');

C- Variable.SetValue('subKey', 'Value');

D- Var.Retrieve('@subKey');

Answer:

B

Question 8

Question Type: MultipleChoice

A developer wants to set a variable to use a field from a Sendable Data Extension.

Which two options could be used in an AMPscript block to set the variable as a 'First Name' field from a Sendable Data Extension used to send the email? Choose 2 answers

Options:

A- SET @firstName = [First Name]

B- SET @firstName = %%First Name%%

C- SET @firstName = attributeValue ("First Name")

D- SET @firstName = "First Name"]

Answer:

C

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