

Free Questions for **C_C4H630_34**

Shared by **Simon** on **04-10-2024**

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Question 1

Question Type: MultipleChoice

How many segments are allowed per business unit?

Options:

A- 50

B- 200

C- 100

D- 40

Answer:

C

Question 2

Question Type: MultipleChoice

You want to match the outbound data to the destination platform's format. Which normalization rules can be applied? Note: There are 3 correct answers to this question.

Options:

- A- Remove punctuation
- B- Remove special characters
- C- Append strings
- D- Find and replace
- E- Remove spaces

Answer:

A, D, E

Question 3

Question Type: MultipleChoice

You are using predictive indicators to configure predictive models and view results. What types of models can you design? Note: There are 3 correct answers to this question.

Options:

- A- Predict actions for groups
- B- Predict churn probabilities for profiles
- C- Predict events for groups
- D- Predict customer lifetime value for profiles
- E- Predict churn probabilities for groups

Answer:

B, D, E

Question 4

Question Type: MultipleChoice

Which of the following are valid data processing reasons when creating processing purposes? Note: There are 3 correct answers to this question.

Options:

A- Consent

B- Contract

C- Legal obligation

D- Legal interest

E- Data ingestion

Answer:

A, B, D

Question 5

Question Type: MultipleChoice

When an action is triggered via a CX flow, the outbound data is checked by the system to see whether it passes the validation. What happens if it doesn't pass the validation?

Options:

- A- The action fails and the data is not passed to the destination application.
- B- The action fails and it's marked for a retry.
- C- The action succeeds, but an error message is created.
- D- The action fails and the data is passed to the destination application for auditing purposes.

Answer:

A

Question 6

Question Type: MultipleChoice

What does the Activities tab in the customer dashboard show to the user? Note: There are 2 correct answers to this question.

Options:

- A- An activity timeline showing the customer's past activities

- B-** The customer's calculated indicators
- C-** The amount spent in the customer's last order
- D-** A customer engagement chart showing the times of day and days of the week the customer is most active

Answer:

A

Question 7

Question Type: MultipleChoice

What query syntax do you use for searching customers belonging to a segment using REST API?

Options:

- A-** select * from profile where having(segments, (segments.name = <segment-name> and segments.value = <segment-value>))
- B-** select * from profile where attributes.<segment-name> <segment-value>
- C-** select * from profile where having (segments, (attributes.segment=<segment-name> and attributes.value=<segment-value>))
- D-** select * from profile where segments.<segment-name> <segment-value>

Answer:

B

Question 8

Question Type: MultipleChoice

What is the purpose of the Connector Studio?

Options:

- A-** It enables creation of templates for source/destination REST API applications.
- B-** It enables activation of preconfigured application connectors.
- C-** It enables the setup of ETL jobs and data pipelines for data ingestion.
- D-** It enables activation of newly created audiences.

Answer:

A

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