

# MA MARKETING-CLOUD-DEVELOPER<sup>Q&As</sup>

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## QUESTION 1

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. Ends With operator
- B. %%MMMMdd%%
- C. %%Month%%%%Day%?o
- D. Begins With operator

Correct Answer: CD

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## QUESTION 2

Northern Trail Outfitters is using a mobile campaign to collect email addresses of interested subscribers. Using AMPScript's API function they will send a confirmation email when an email is texted into their short code.

Which two objects are required to successfully create a TriggeredSend object? Choose 2 answers

- A. Subscribers
- B. TriggeredSendDefinition
- C. Attribute
- D. Contact

Correct Answer: BD

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## QUESTION 3

A developer want to email a subscriber who is currently being processed for a Contact Deletion request. When could the Contact be reintroduced after a Contact Delete operation has started?

- A. Never
- B. 14 days after deletion process is complete
- C. After deletion is fully complete
- D. Anytime

Correct Answer: C

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**QUESTION 4**

A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- A. %%[IF @level == \"premier\" THEN SET @message = You are premier member
- B. \" ENDIF IF @level == \"premier\" THEN SET @message = \"Upgrade to premier now
- C. \"\" ENDIF]%% %%=v(message)=%%=IF(@level IS \"premier\", Upgrade to premier now! You are a premier member%%=IIF(@level= \"premier\", \"You are a premier member!\", Upgrade to premier now!
- D. %%=IIF @level == premier, You are a premier member\" Upgrade to premier now!
- E. %%IF(@level == \"premier\") THEN \"Upgrade to premier now!\" ELSE \"You are a premier member\" ENDIF]%%

Correct Answer: C

**QUESTION 5**

Northern Trail Outfitters account is configured with two child BU(s): US and Global. The account has a data extension in the SharedData Extensions folder named \"MemberData\". This data extension contains basic address information, as well as Boolean fields labeled \"US\" and \"Global\" indicating to which business unit the subscriber belongs. Automation needs to be created in the US business unit to query all records in New York who are members of the business unit US.

```
SELECT * FROM MemberData WHERE State = \"NY\" AND US = 1
```

What would cause this query to report the following error: "An error occurred while checking the query syntax. Errors:MemberData is not a known data extension or system data view. You can only query existing data extensions or system data views.?"

- A. Incorrect syntax; Query Activities are written in SOQL
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True
- D. Query Activities cannot use the \* wildcard

Correct Answer: B

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