A fully updated 2022 Marketing-Cloud-Developer Exam Dumps exam guide from training expert Actualtests4sure [Q88-Q112

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QUESTION 88

NTO puts the word TEST at the beginning of the name for each test emai. Which query would return the subs who were sent those emails?

* SELECT * FROM _Job J INNER JOIN _Sent S on J.EmailName LIKE ‘TEST%’

* SELECT * FROM _Job INNER JOIN _Sent on JobID = JobID WHERE EmailName LIKE ‘TEST%’

* SELECT * FROM _Job J INNER JOIN _Sent S ON.JobID = S.JobID WHERE J.EmailName LIKE ‘TEST%’

* SELECT * FROM _Job J INNER JOIN _Sent S on J.JobID = JobID = S.JobID WHERE J.EmailName = ‘TEST%’

QUESTION 89

Certification Aid wants to update Contact data stored in a Data Extension using the REST API. What is required to achieve this?
Choose 1.
* The Data Extension must be in an Attribute Group.
* The Data Extensionmust be in a Population.
* The Data Extension must be sendable.
* The Data Extension must be created in Email Studio.

QUESTION 90

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?
* < !- This is a comment
* // This is a comment
* — This is a comment
* /” This is a comment */

QUESTION 91

A company need to retrieve a large number of rows from a DE via the API. Which two solutions would optimize the peformance?
Choose 2
* Use a SimpleFilterPart to retrieve small sets of relevant data.
* Use AMPscript API functions on a CloudPage
* Use the ContinueRequest feature
* Use the REST API instead of the SOAP API

QUESTION 92

Certification Aid wants to add records to a Data Extension using the SOAP API. Which object can be used for this? Choose 1.
* DataExtensionObject object
* Subscriber object
* Attribute object
* DataExtension object

QUESTION 93

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.
* Contact ID
* Email address
* Subscriber ID
* Unique random number

QUESTION 94

Which activity is required before a compressed file can be imported?
* Import File
* Data Extract

* Decompress File
* File Transfer

QUESTION 95

A developer receives a 401 Unathorized HTTP status message from a REST API request. What is the reason for this error?
* The account lacks the privileges necessary to perform the request
* The access token was not found in the request, or it is invalid or expired
* Oauth is not supported for the requested resource
* API requestes are temporarily blocked due to too many concurrent requests.

QUESTION 96

A developer wants to design a custom subscription center in CloudPages. The developer prefers to code in AMPscript, but is also skilled in Server-Side JavaScript. While the developer is confident their code is of high quality, they would still like to handle unexpected errors gracefully to ensure the best user experience. Which feature should handle this scenario?
* Wrapping the code in a Server-Side JavaScript Try/Catch block
* Using RaiseError AMPscript function when an error occurs
* Marketing Cloud automatically handles any error scenario that may occur
* Wrapping the code in a AMPscript HandleError block

QUESTION 97

NTO wants use Personally Identifiable Information (PII) data to personalize email communications, but does not want to store PII data in Marketing Cloud. Which feature could they use to personalize emails from an external data source?
* External Objects
* Tokenized Sending
* Salesforce Shield
* Single Sign-On

QUESTION 98

How many month of data can a developer query from the tracking data views (_Sent, _Open, _Click)?
* Six Months
* One Month
* 12 Months
* There is no limit

QUESTION 99

A developer wants to build an email that dynamically populates the physical address of a company’s locations using the variable @address. The deployment goes to millions of subscribers and the developer wants the fastest possible performance.

Which AMPscript solution should be recommended?
* %%[SET @address = field(Lookcup(“Building_Locations”/ “Address”, “Id”,@Id), “Address”)]%%
* %% [SET @address – field(Row(LookupRows(“Building_Locations”, “Address”,,”Id”), 1),”Address”)]%%
* %%; SET @address = LookupRows(Building_Locations”, “Address”, “Id”)]%%
* %: SET @address = Lookup(”Building_locations”, Address”, ”id”@id)] %%

QUESTION 100

A developer uses an API to send data to a Marketing Cloud data extension once every five minutes using the REST API. They notice data does not always write to the data extension, leading to data loss.

Which three best practices are recommended to avoid this issue? Choose 3 answers

* In case of ‘Not Authorized’ errors, request a new Access Token and attempt the call again.
* In case of Server errors, request a new Access Token before each request.
* In case of Server errors, ensure the Server is available and attempt the call again.
* Use Username and Password authentication instead of oAuth client ID and client secret.
* Store the expiry of the access token to ensure a new token is requested if the old one is invalid.

QUESTION 101

NTO wants to exclude sending an email at send time to those with a record on the ‘Exclude’ Data Extension. The primary key on this data extension is SubsciberKey. How would a developer write the Exclusion Script?

* Lookup (‘Exclude’,’EmailAddress’,’SubscriberKey’,,SubscriberKey)
* Lookup (‘Exclude’,’SubscriberKey’, ‘EmailAddress’, emailddr_)
* Rowcount (LookupRows(‘Exclude’,SubsciberKey,_SubscriberKey) >0
* Rowcount (LookupRows(‘Exclude’,’SubscriberKey,_SubscriberKey) >1

QUESTION 102

A developer receives a 401 Unathorized HTTP status message from a REST API request. What is the reason for this error?

* The account lacks the privileges necessary to perform the request
* The access token was not found in the request, or it is invalid or expired
* OAuth is not supported for the requested resource
* API requests are temporarily blocked due to too many concurrent requests.

QUESTION 103

A developer created a landing page in CloudPages which return unique content when subscriber data is located on a related data extension. The developer does not know if all subscribers have rows in the related data extension, and want default content to render if no subscriber data is found on the related data extension. Which best practice should the developer follow to control the unique and default content?

* Use the RowCount function and an IF statement
* Use the Lookup, Row and Field functions
* Use the LookupOrderRows and Row functions
* Use the DataExtensionRowCount function

QUESTION 104

A developer wants to design a custom subscription center in CloudPages.The developer prefers to code in AMPscript, but is also skilled in Server-Side JavaScript. While the developer is confident their code is of high quality, they would still like to handle unexpected errors gracefully to ensure the best user experience. Which feature should handle this scenario?

* Wrapping the code in a Server-Side JavaScript Try/Catch block
* Using RaiseError AMPscript function when an error occurs
* Marketing Cloud automatically handles any error scenario that may occur
* Wrapping thecode in a AMPscript HandleError block

QUESTION 105

Northern Trail Outfitters’ account is configured with two child BU(s): US and Global. The account has a data extension In the Shared Data 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.”?
* Incorrect syntax; Query Activities are written in SOQL
* MemberData should be prefixed with ENT
* Query should check for a US value of True’
* Query Activities cannot use the ” wildcard

QUESTION 106

What is the purpose of the IF statement below?

```
%%[
SET @rows = LookupRows('DEName', 'SubscriberKey', _SubscriberKey)
IF RowCount(@rows) > 0 THEN
    SET @row = row(@rows)
    SET @image = Field(@row, 'image')
]%%
    <img src="%%=v(@image)=%%">
%%[ ELSE ]%%
    <img src="image.jpg">
%%[ ENDIF ]%%
```

* To handle when no row is returned by the LookupRows function
* To handle when the subscriber is in a held status
* To handle when images are broken
* To handle when there are multiple records in the data extension for the subscriber

QUESTION 107

Northern Trail Outfitters uses a Send Log and sends more than one million emails per day. They want to execute daily reports on all subscriber activity without impacting send performance.

Which set of best practices should be implemented”
* Add a data retention policy to the Send Log. then run reports from the Send Log data extension.
* Add a data retention policy to the SendLog. then run reports from the _Opens data view.
* Copy new Send Log records to an Archive data extension, then run reports from the Archive data extension.
* Copy new Send Log records to an Archive data extension, then run reports from the Send Log dataextension.

QUESTION 108

Northtrn Trail Outfitters (NTO) wants to import a data file. It will be uploaded at regular intervals to their Enhanced FTP Account where an automation will import the file Into a data extension. NTO requires the file to be encrypted.

Which two file encryption options are supported when importing data files to Marketing Cloud?

Choose 2 answers
* PGP encryption
* RSA encryption
* GPG encryption
* AES encryption

QUESTION 109

A developer wants to create a CloudPage which is linked from an email. %%[SET @point = RequestParameter(x) SET @value = 5 IF Length(@point) > 1 THEN SET @value = 1 ELSEIF Length(@point)>2 THEN SET @value = 2 ELSEIF Length(@point) >3 THEN SET@value = 3 ELSEIF Length(@point) >4 THEN SET @value = 4 ENDIF]%% Which is the expected value of @value if x = ‘Tacos’?
* 3
* 1
* 5
* 4

QUESTION 110

Which SSJS library can be used in email messages? Choose 1.
* Both
* Platform
* None
* Core

QUESTION 111

How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.
* <ctrl:field name=”attributeName” />
* <field name=”attributeName” />
* <ctrl:attribute name=”attributeName” />
* <ctrl:var name=”attributeName” />

QUESTION 112

A developer is creating a custom preference center and wants to log unsubscribeevents from the CloudPage.

Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?
* SubscriberKey and JobID
* SubscriberID and BatchID
* EmailAddress and JobID
* SubscriberKey and BatchID

Tested Material Used To Marketing-Cloud-Developer:

https://www.actualtests4sure.com/Marketing-Cloud-Developer-test-questions.html