

## Provide Salesforce Marketing-Cloud-Developer Dumps Updated Apr 08, 2025 With 196 QA's [Q105-Q121]



### **Provide Salesforce Marketing-Cloud-Developer Dumps Updated Apr 08, 2025 With 196 QA's Latest Marketing-Cloud-Developer Dumps for Success in Actual Salesforce Certified**

The Salesforce Marketing-Cloud-Developer exam is made up of 60 multiple-choice questions, which must be completed in 105 minutes. Candidates must achieve a passing score of 68% or higher to earn the certification. Topics covered on the exam include Marketing Cloud data architecture, data management, scripting languages, email marketing, mobile messaging, and more. Salesforce Certified Marketing Cloud Developer Exam certification is ideal for developers, technical architects, and consultants who are looking to enhance their skills and expertise in marketing automation, and who want to demonstrate their proficiency in developing custom solutions using the Salesforce Marketing Cloud platform.

Salesforce Marketing-Cloud-Developer Certification Exam is a multiple-choice exam that consists of 60 questions. Marketing-Cloud-Developer exam has a time limit of 105 minutes, and candidates need to score at least 68% to pass the exam. Marketing-Cloud-Developer exam fee is \$200, and candidates can take the exam at a testing center or online. Salesforce Certified Marketing Cloud Developer Exam certification is valid for two years, and candidates need to maintain their certification by completing a maintenance exam or earning Trailhead badges.

**Q105.** A developer wants to add an image to Content Builder via the API and retrieve the image's published URL.

Which method should the developer use?

- \* GET using the RESTAPI/asset/v1/content/assets and parse the FileProperties parameter
- \* Use the SOAP API to create a Porfoglio object and identify the Source property
- \* POST to the REST API/asset/v1/content/categories and parse the Description parameter
- \* POST to the RESTAPI/asset/v1/content/assets and parse the FileProperties parameter

**Q106.** NTO wants to exclude sends to specific subscribers based on a business rule, which is defined in an Exclusion Script. Which three types of sends would support this functionality? Choose 3

- \* Journey Builder Send Email Activity
- \* Content Builder Send Flow
- \* Send Marketing Cloud Email in Sales or Service Cloud
- \* Journey Builder Send SMS Activity
- \* Automation Studio Send Email Activity

Exclusion Scripts are used to exclude subscribers from email sends based on specific criteria. This functionality can be applied in various sending scenarios within Salesforce Marketing Cloud.

\* Journey Builder Send Email Activity: In Journey Builder, exclusion scripts can be applied to Email Activities to ensure specific subscribers are excluded based on the business rules.

**Q107.** A developer, who is new to Marketing Cloud, needs to design a landing page for a new customer. They choose to use Server-Side JavaScript (SSJS) due to their extensive knowledge of JavaScript from previous projects.

Which two features would the developer be able to leverage in their Server-Side code? Choose 2 answers

- \* Wrapping of AMPscript in SSJS code
- \* Direct modification of the DOM
- \* External Libraries to extend functionality
- \* Include Try/Catch blocks within the code

**Q108.** A developer needs to know how many records are contained in a particular data extension. This will dictate what is displayed on a landing page.

Which AMPscript function returns the number of rows in a specified data extension?

- \* LookupRowCount
- \* DataExtensionRowCount
- \* RowCount

**Q109.** A developer is troubleshooting why a parent-level data extension cannot be accessed by a child business unit.

What should the developer check to validate the data available can be accessed for child business unit queries?

- \* The data extension is in the Shared Data Extensions folder and the query includes the ENT. prefix
- \* The data extension is in the Shared Items root folder and is accessible to the child business unit
- \* The data extension is in the Salesforce Data Extensions folder and is accessible to the child business unit
- \* The data extension is in the Synchronized Data Extensions folder and the query includes the ENT. prefix

**Q110.** Northrn 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

When importing data files to Marketing Cloud, the supported file encryption options are:

- \* PGP encryption (A)- Pretty Good Privacy (PGP) encryption is supported for securing files.
- \* AES encryption (D)- Advanced Encryption Standard (AES) encryption is also supported for file security.

References:

- \* Salesforce Marketing Cloud File Import Activity
- \* File Transfer and Encryption Options

**Q111.** A developer has a text field in a data extension they want to format using the FormatCurrency AMPscript function. Which two values would return \$6.96? Choose 2

- \* 6,961
- \* 6.96
- \* \$6.96
- \* 6.96

**Q112.** Certification Aid created a journey and event definition in Marketing Cloud. Which of the following resources are relevant to inject Contacts into the journey using the REST API? Choose 2.

- \* POST/eventDefinitions/key:{key} or /eventDefinitions/{id}
- \* POST /interaction/v1/events
- \* POST /interaction/v1/interactions/contactentry
- \* GET /eventDefinitions/key:{key}

**Q113.** A developer is building an integration with the Marketing Cloud API. Which configuration should be used for the API integration component in the associated Installed Package?

- \* Select the minimum required scope for the integration
- \* Select all available options to enable package reuse for the future integrations
- \* Select the 'Require Secret for Web Flow' option
- \* Select the 'Admin-approved users are pre-authorized' option under Permitted Users.

**Q114.** A developer receives a 401 Unauthorized 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.

**Q115.** A developer receives Error Code 5 when performing a SOAP API call. The error states: 'Cannot Perform Post' on objects of type 'SentEvent';.

What could be the issue?

- \* SOAP does not support POST; use REST
- \* The authentication token has expired.
- \* It may be a temporary network issue.
- \* `&#8216;SentEvent&#8217;` is not able to be updated using SOAP.

**Q116.** A developer needs to import a file nightly that will be used for multiple SQL Query Activities. The file could arrive any time between 2 a.m. and 5 a.m., and one of the requirements is that there is a unique file name for each import, rather than overwriting the file on the FTP site.

Which action should be configured?

- \* File Drop Automation
- \* Scheduled Automation
- \* Dynamic File Import

A File Drop Automation should be configured to handle files that arrive at varying times and have unique filenames. This type of automation triggers when a file is dropped into a specific folder on the Enhanced FTP site, allowing the system to handle imports as soon as the file arrives.

**Q117.** A developer is making an API REST call to trigger an email send. An accesstoken is used to authenticate the call.

How long are Marketing Cloud v1 access tokens valid?

- \* Access tokens expire after 24 hours.
- \* REST calls do not require an access token.
- \* Each API call requires a new access token.
- \* Access tokens expire after one hour.

In Salesforce Marketing Cloud, access tokens are valid for one hour (D). After one hour, a new access token must be obtained to continue making API calls. This ensures security and helps manage the lifespan of tokens effectively.

References:

- \* [Salesforce Marketing Cloud API Authentication](#)
- \* [Salesforce Marketing Cloud REST API Overview](#)

**Q118.** Which programming language should be used in email messages? Choose 1.

- \* AMPscript only
- \* Both
- \* Either AMPscript or SSJS
- \* SSJS only

**Q119.** Northrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level.

Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- \* ListSubscribers
- \* ENT.\_Subscribers
- \* \_BusinessUnitUnsubscribes
- \* .Subscribers

**Q120.** NTO had an Enterprise 2.0 account; subscribers unsubscribe from the business unit only. A developer is identifying subscribers who unsubscribed from any of the NTO child business units. Which method would identify the most accurate status for

subscribers of each business unit?

- \* Create Data Extract of all Subscribers within the Parent Business unit
- \* Create Data Extracts of All Subscribers within each Child business unit
- \* Query unsubscribed from \_Subscribers within the Parent business unit
- \* Query status from \_ListSubscribers within the Parent business unit

To accurately identify subscribers who have unsubscribed from any of the child business units in an Enterprise

2.0 account, it is necessary to create data extracts of all subscribers within each child business unit. This approach ensures that unsubscribes specific to each business unit are captured.

\* Data Extracts: By creating data extracts within each child business unit, you can gather comprehensive unsubscribe data for all subscribers specific to each unit.

**Q121.** A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- \* `SELECT * FROM _Open WHERE ListID = &#8216;1234&#8217;`
- \* `SELECT * FROM _Open WHERE JobID = &#8220;1234&#8221;`
- \* `SELECT SubscriberID FROM _Open WHERE JobID = &#8220;1234&#8221;`
- \* `SELECT SubscriberKey FROM _Open WHERE JobID = &#8216;1234&#8217;`

**Changing the Concept of Marketing-Cloud-Developer Exam Preparation 2025:**

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