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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> API: This domain addresses interacting with Marketing Cloud through SOAP and REST APIs including API objects methods routes OAuth authentication flows with access tokens and handling API responses.
Topic 2	<ul style="list-style-type: none"> Data Modeling: This domain covers structuring contact and subscriber data in Marketing Cloud including configuring the contact model understanding data extension types and uses managing contact records across channels and the contact deletion process.
Topic 3	<ul style="list-style-type: none"> Programmatic Languages: This domain focuses on coding with AMPscript and Server-Side JavaScript including language syntax functions processing methods development best practices and programmatic subscriber exclusion during sends.
Topic 4	<ul style="list-style-type: none"> Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 5	<ul style="list-style-type: none"> Data Management: This domain covers importing data with various file formats writing SQL queries for data manipulation extracting data from Marketing Cloud applying SQL best practices managing send logs and understanding data impacts from contact deletion.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q151-Q156):

NEW QUESTION # 151

Certification Aid wants to import an encrypted CSV file from the Marketing Cloud Enhanced FTP server.

Which two File Transfer activities are needed to achieve this? Choose 2.

- A. To move the import file from the Enhanced FTP server to the Safehouse
- B. To decrypt the import file on the Enhanced FTP server.
- C. To decrypt the import file on the Safehouse.
- D. To move the import file from the Safehouse to Marketing Cloud.

Answer: A,C

Explanation:

When importing an encrypted file from the Enhanced FTP server, you need to move the file to the Safehouse first, and then decrypt it within the Safehouse.

* Move to Safehouse: Use a File Transfer activity to move the encrypted file from the Enhanced FTP server to the Safehouse.

* Decrypt in Safehouse: Use another File Transfer activity to decrypt the file within the Safehouse.

Salesforce File Transfer Activities

NEW QUESTION # 152

Which SSJSlibrary can be used in landing pages? Choose 1.

- A. Both
- B. None
- C. Core
- D. Platform

Answer: A

NEW QUESTION # 153

A developer built a complex dynamic email with many data variants. Rather than create test data manually, they want to use a subset of live data to validate the dynamic aspects of the email.

Which SQL function should be used to collect a representative sample from a larger data set?

- A. NTILE
- B. HAVING
- C. OVER

Answer: A

Explanation:

To collect a representative sample from a larger data set, the developer should use the NTILE (C) SQL function. The NTILE function is used to distribute rows into a specified number of approximately equal-sized buckets or tiles, which can be useful for sampling purposes.

Example usage:

```
SELECT * FROM ( SELECT *, NTILE(10) OVER (ORDER BY SomeField) AS TileNumber FROM LargeDataSet ) AS Sample WHERE TileNumber = 1
```

This query divides the dataset into 10 tiles and selects rows from the first tile, effectively providing a sample.

References:

[Salesforce Marketing Cloud SQL Reference](#)

[SQL NTILE Function](#)

NEW QUESTION # 154

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The email is being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent.

How many subscriber rows would be affected by the UpdateDE function?

- A. Only subscribers who exist in All Subscribers
- B. No rows are updated
- C. All 250,000 subscribers
- D. 400 subscribers who were sent the email

Answer: D

Explanation:

The UpdateDE function in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by the UpdateDE function.

[Salesforce AMPscript UpdateDE Function](#)

NEW QUESTION # 155

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- A. - comment -->
- B. --comment
- C. // comment
- D. /* comment */

Answer: D

Explanation:

In AMPscript, the valid syntax for comments is /* comment */. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

[Salesforce AMPscript Syntax Guide](#)

NEW QUESTION # 156

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There is no doubt that work in the field of requires a lot of up gradation and technical knowhow. This was the reason I suggest you to opt to get a certificate for the MCE-Dev-201 exam so that you could upgrade yourself. However for most candidates time was of essence and they could not afford the regular training sessions being offered. But MCE-Dev-201 Exam Preparation materials had the best training tools for MCE-Dev-201 exam. The MCE-Dev-201 training materials are so very helpful. Only if you study exam

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