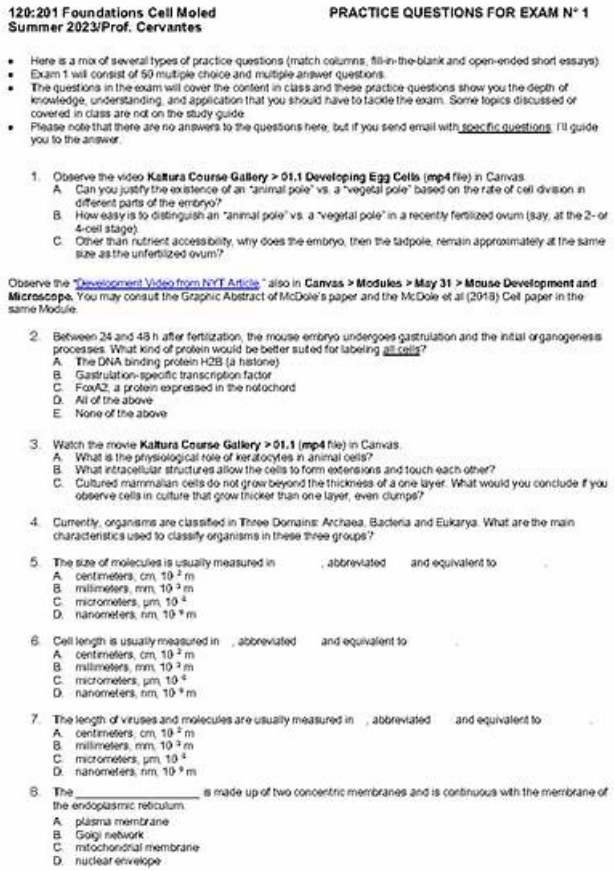
MCE-Dev-201 Reliable Practice Questions | New Soft MCE-Dev-201 Simulations



120:201 Foundations Cell Moled **PRACTICE QUESTIONS FOR EXAM N° 1**
Summer 2023/Prof. Cervantes

- Here is a mix of several types of practice questions (match columns, fill-in-the-blank and open-ended short essays).
- Exam 1 will consist of 50 multiple choice and multiple answer questions.
- The questions in the exam will cover the content in class and these practice questions show you the depth of knowledge, understanding, and application that you should have to tackle the exam. Some topics discussed or covered in class are not on the study guide.
- Please note that there are no answers to the questions here, but if you send email with specific questions, I'll guide you to the answer.

1. Observe the video **Kaltura Course Gallery > 01.1 Developing Egg Cells** (**mp4** file) in Canvas.
   A. Can you justify the existence of an "animal pole" vs. a "vegetal pole" based on the rate of cell division in different parts of the embryo?
   B. How easy is to distinguish an "animal pole" vs. a "vegetal pole" in a recently fertilized ovum (say, at the 2- or 4-cell stage).
   C. Other than nutrient accessibility, why does the embryo, then the tadpole, remain approximately at the same size as the unfertilized ovum?

Observe the "Development Video from NYT Article" also in **Canvas > Modules > May 31 > Mouse Development and Microscope.** You may consult the Graphic Abstract of McDole's paper and the McDole et al (2018) Cell paper in the same Module.

2. Between 24 and 48 h after fertilization, the mouse embryo undergoes gastrulation and the initial organogenesis processes. What kind of protein would be better suited for labeling all cells?
   A. The DNA binding protein H2B (a histone)
   B. Gastrulation-specific transcription factor
   C. FoxA2, a protein expressed in the notochord
   D. All of the above
   E. None of the above

3. Watch the movie **Kaltura Course Gallery > 01.1** (**mp4** file) in Canvas.
   A. What is the physiological role of keratocytes in animal cells?
   B. What intracellular structures allow the cells to form extensions and touch each other?
   C. Cultured mammalian cells do not grow beyond the thickness of a one layer. What would you conclude if you observe cells in culture that grow thicker than one layer, even clumps?

4. Currently, organisms are classified in Three Domains: Archaea, Bacteria and Eukarya. What are the main characteristics used to classify organisms in these three groups?

5. The size of molecules is usually measured in , abbreviated and equivalent to
   A. centimeters, cm, 10^{-2} m
   B. millimeters, mm, 10^{-3} m
   C. micrometers, µm, 10^{-6}
   D. nanometers, nm, 10^{-9} m

6. Cell length is usually measured in , abbreviated and equivalent to
   A. centimeters, cm, 10^{-2} m
   B. millimeters, mm, 10^{-3} m
   C. micrometers, µm, 10^{-6}
   D. nanometers, nm, 10^{-9} m

7. The length of viruses and molecules are usually measured in , abbreviated and equivalent to
   A. centimeters, cm, 10^{-2} m
   B. millimeters, mm, 10^{-3} m
   C. micrometers, µm, 10^{-6}
   D. nanometers, nm, 10^{-9} m

8. The _____ is made up of two concentric membranes and is continuous with the membrane of the endoplasmic reticulum.
   A. plasma membrane
   B. Golgi network
   C. mitochondrial membrane
   D. nuclear envelope

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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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.
Topic 4	• 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 5	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q55-Q60):

NEW QUESTION # 55
Northern Trail Outfitters' account is configured with two child BU(s): US and Global. The account has a dataextension 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 becreated 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. Query Activities cannot use the '' wildcard
- B. MemberData should be prefixed with ENT
- C. Query should check for a US value of True'
- D. Incorrect syntax; Query Activities are written in SOQL

Answer: B

Explanation:
In an Enterprise 2.0 account, when querying shared data extensions from a child business unit, the data extension name should be prefixed with 'ENT.' to indicate it resides in the shared data extensions folder.
* Correct Query:
SELECT * FROM ENT.MemberData WHERE State = 'NY' AND US = 1
Salesforce Shared Data Extensions

NEW QUESTION # 56
A marketer is sending an email with dynamic content contained in a series of conditionals.
Which AMPscript function should be used to track the different versions of the content within the email?

- A. ContentAreaByName
- B. BeginImpressionRegion
- C. ContentArea
- D. ContentBlockName

Answer: B

Explanation:

To track different versions of content within an email using dynamic content contained in a series of conditionals, the marketer should use the BeginImpressionRegion AMPscript function. This function marks the beginning of a region of content to track impressions, making it easier to analyze which versions of the content were viewed.
References:
Salesforce Marketing Cloud AMPscript Guide: BeginImpressionRegion
Tracking Dynamic Content in Emails

NEW QUESTION # 57
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'?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

Explanation:
In the provided AMPscript, the IF statement checks the length of the @point variable and sets @value accordingly. Since x = 'Tacos' has a length of 5, it meets the first condition Length(@point) > 1, which sets
@value to 1. Subsequent conditions are not evaluated because the first condition is already true.
* AMPscript IF-ELSEIF Example:
%%[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]%% Salesforce AMPscript Documentation

NEW QUESTION # 58
A developer is configuring a File Drop Automation and wantsto 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. %%MMMMdd%%
- B. %%Month%%%%Day%%
- C. Begins With operator
- D. Ends With operator

Answer: B,C

Explanation:
To configure a File Drop Automation with a filename pattern that allows for timestamps and starts with the month and day, the developer should use:
* Begins With operator (D) - This ensures that the automation triggers when the file name begins with the specified pattern.
* %%Month%%%%Day%% (C) - This is the correct syntax to match the month and day in the file name.
For example, if the file name is "MAY15", the pattern will be %%MMMM%%dd.
References:
Salesforce Marketing Cloud File Drop Automations
Automation Studio Filename Patterns

NEW QUESTION # 59
How can subscriber, system, and sendable Data Extension attributes be referenced for content personalization using SSJS? Choose 1.

- A. <ctrl:attribute name="attributeName" />
- B. <ctrl:field name="attributeName" />

- C. <ctrl:var name="attributeName" />
- D. <field name="attributeName" />

Answer: B

Explanation:
To reference subscriber, system, and sendable Data Extension attributes for content personalization using SSJS, the correct syntax is <ctrl:field name="attributeName" />. This tag allows you to dynamically insert the value of an attribute into the email content.
* <ctrl:field> Tag: This tag is used to insert the value of an attribute from a Data Extension or subscriber attribute into the content. The name attribute of the <ctrl:field> tag specifies which attribute's value should be used.
%%[var @firstName set @firstName = AttributeValue("FirstName")]%% Hello, <ctrl:field name=" FirstName" />!
Salesforce SSJS Guide
This syntax ensures that the correct personalization attributes are pulled into the email, enabling dynamic and personalized content based on subscriber data.

NEW QUESTION # 60
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