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215 Exam 1 Study Guide (Modules 1-2 in NUR 215)

- 1) Be able to identify what patient or problem is the priority (what is most critical based on ABCs or who is most at risk) (Slide 24 on Module 1 PP AND Basic Nursing: Thinking, Doing, Caring pg 56/57)
 - a) **ABCs** = Airway, Breathing, Circulation
 - b) Nurses must decide which problems need to be addressed first and what problems can be addressed later
 - i) *Reference question 5 also for prioritization
 - c) Factors that influence prioritization: Problem urgency, future consequences, patient preference, computer-assisted diagnosing
- 2) What is within an RN's scope of practice? (Basic Nursing: Thinking, Doing, and Caring pg 7)

ROLE	FUNCTION	EXAMPLES
Direct care provider	Addressing the physical, emotional, social, and spiritual needs of the client	Listening to lung sounds Giving medications Chest teaching
Communicator	Using interpersonal and therapeutic communication skills to address the needs of the client, to facilitate communication in the healthcare team, and to advise the community about health promotion and disease prevention	Counseling a client Discussing staffing needs at a unit meeting Providing HIV education at a local school
Client/family educator	Assessing and diagnosing the teaching needs of the client, group, family, or community. Once the diagnosis is made, nurses plan how to meet these needs, implement the teaching plan, and evaluate its effectiveness	Preoperative teaching Parental education for siblings Community classes on nutrition
Client advocate	Supporting clients' rights to make healthcare decisions when they are able to voice their concerns and protecting clients from harm when they are unable to make decisions	Helping a client explain to his family that he does not want to have further chemotherapy
Counselor	Using therapeutic communication skills to advise clients about health-related issues	Counseling a client on weight loss strategies
Change agent	Advocating for change on an individual, family group, community, or societal level that enhances health. The nurse may use counseling, communication, and education skills to accomplish this change	Working to improve the nutritional quality of the lunch program at a preschool
Leader	Inspiring others by setting an example of positive health, effective communication, and strategies to improve	Florence Nightingale Nurse Elizabeth Harriet Tubman Mahatma Gandhi
Manager	Coordinating and managing the activities of all members of the team	Charge nurse on a hospital unit or, e.g., assigns clients to staff members
Case manager	Coordinating the care delivered to a client	Coordinator of services for clients with tuberculosis
Research consumer	Applying evidence-based practice to provide the most appropriate care to clients about problems that warrant research, and to protect the rights of research subjects	Reading journal articles Attending continuing education, seeking additional education

- a) What types of things can a nurse do without a doctor's order? (Slide 19 on Module 1 PP)
 - i) Turning a patient
 - ii) Providing comfort
 - iii) Raising the head of the bed
 - iv) Grooming/bathing
 - v) Ice packs/heat pads (some exceptions)
 - vi) Patient education
 - vii) Assistance in ADLs (activities of daily living)
 - viii) Preventing falls
 - ix) Promote hydration and nourishment (some exceptions)
- b) What can a nurse do if he/she is asked to do something out of their scope?

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q40-Q45):

NEW QUESTION # 40

Your client provided the following sources:

Source 1:

Source 2:

Source 3:

As can be seen, the Product values present in sources 2 and 3 are similar and can be linked with the first extraction from 'Media Buy Name' in source 1. The end goal is to achieve a final view of Product Group alongside Clicks and Sign Ups, as described below:

Which two options will meet the client's requirement and enable the desired view?

- A. Overarching Entities:
Source 1: custom classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Product field and 'Product Group' to Product Name.
Source 3: 'Product' will be mapped to Product field.
- B. Harmonization Center:
Patterns from sources 1 and 3 generate harmonized dimension 'Product'. Data Classification rule, using source 2, is applied on top of the harmonized dimension
- C. Custom Classification: 1
Source 1: Custom Classification key will be populated with the extraction of the Media Buy Name.
Source 2: 'Product' will be mapped to Custom Classification key and 'Product Group' to a Custom Classification level. Exam Timer Source 3: 'Product' will be mapped to Custom Classification key. Came
- D. Parent Child:
All sources will be uploaded to the same data stream type - Ads. The setup is the following:
Source 1: Media Buy Key -- Media Buy Key, extracted product value - Media Buy Attribute.
Source 2: Product - Media Buy Key, Product Group -- Media Buy Attribute.
Source 3: Product - Media Buy Key.

Answer: B,C

Explanation:

To achieve a final view of Product Group alongside Clicks and Sign Ups, we should use:

Option A:

Custom Classification: By using a Custom Classification key populated with the extraction of the Media Buy Name in Source 1, we can then map 'Product' in Source 2 to this key and 'Product Group' to a Custom Classification level. This will allow for grouping and analysis by Product Group, as well as enable the desired view to be created.

Option D:

Harmonization Center: With patterns from Sources 1 and 3, we can create a harmonized dimension 'Product'. Then, by applying a Data Classification rule using Source 2, we can enhance the harmonized dimension. This allows us to align 'Product Group' with the 'Product' from Sources 1 and 3, facilitating an integrated view of Clicks and Sign Ups by Product Group.

NEW QUESTION # 41

Which option will yield the desired result?:

- A. Option 2
- B. Option 3
- C. Option 4
- D. Option 1

Answer: C

Explanation:

Option 4 presents two calculated measurements for 'Group Min Cost' with 'MIN' and 'AVG' aggregations. This approach aligns with the client's need for the minimum and average media cost values. 'Group Min Cost 4 MIN' will calculate the minimum media cost across the 'Media Buy Key', while 'Group Min Cost 4 FINAL' will average these minimum costs at the 'Campaign Key' level. This will yield the desired result where minimum costs are calculated at the Media Buy Key level and then averaged at the Campaign Key level.

NEW QUESTION # 42

Your client is interested in ingesting the below file:

The client decided to upload the file to a new generic data stream type and map 'Date' to 'Day' and 'Number of Topics' to a generic custom metric.

In regards to the fields 'Meeting Code' and 'Meeting Name', your client is debating several options.

Which two options would you recommend in order to avoid data loss?

- A. Concatenation of both 'Meeting Code' and 'Meeting Name' will be mapped to 'Main Generic Entity Key'. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'.
- B. 'Meeting Code' will be mapped to 'Main Generic Entity Key'. 'Meeting Name' will be mapped to 'Generic Entity 2 Key'.
- C. 'Meeting Code' will be mapped to 'Main Generic Entity custom attribute'. 'Meeting Name' will be mapped to 'Generic Entity Key'.
- D. 'Meeting Code' will be mapped to 'Main Generic Entity Key'. 'Meeting Name' will be mapped to 'Main Generic Entity custom attribute'.
- E. 'Meeting Code' will be mapped to 'Main Generic Entity Attribute 1'. 'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Answer: A,D

Explanation:

'Meeting Name' will be mapped to 'Main Generic Entity Attribute 2'.

Explanation:

To avoid data loss and ensure each meeting is uniquely identified and its details are preserved, two mappings are recommended:

Option A:

'Meeting Code' should be mapped to the 'Main Generic Entity Key' to uniquely identify each meeting.

'Meeting Name' should be mapped to a 'Main Generic Entity custom attribute' to store additional information about the meeting.

Option E:

Concatenation of 'Meeting Code' and 'Meeting Name' should be mapped to 'Main Generic Entity Key'. This ensures a unique identifier for each meeting is created combining both pieces of information, preventing any mix-ups between meetings with similar codes or names.

Additionally, mapping 'Meeting Code' and 'Meeting Name' to their respective 'Main Generic Entity Attribute' fields will allow for more detailed filtering and reporting capabilities within Marketing Cloud Intelligence.

NEW QUESTION # 43

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux_wal90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Calculated Dimensions
- B. Patterns
- C. Vlookup 0
- D. Data Fusion
- E. Mapping formula

Answer: A,B,E

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name. These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

NEW QUESTION # 44

An implementation engineer has been provided with 4 different source files: 03m48s

1. Twitter Ads ~
2. Creative Classification
3. Placement Classification
4. Campaign Category Classification

The main source is Twitter Ads (which includes various fields and KPIs), and the rest are classification files that connect to Twitter Ads and enrich different fields within it.

The connections between the files are described as follows:

1st Party Creative Classification

File structure/headers:

□ Creative ID - links back to Creative Key (Twitter Ads)

1st Party Placement Classification by

File structure/headers:

□

- A. □
- B. □
- C. □
- D. □

Answer: A

Explanation:

In Salesforce Marketing Cloud Intelligence, connections between source files and classification files are established through common keys that link data records. For this scenario:

The "1st Party Creative Classification" file has a "Creative ID" field which corresponds to the "Creative Key" in the "Twitter Ads" data. This link enables enrichment of Twitter Ads data with creative classification details.

The "1st Party Placement Classification" file will contain a "Placement ID" that connects to a corresponding field in the "Twitter Ads" data, enabling the enrichment of placement classification details.

Option A appears to accurately depict this setup where data streams for "Creative Classification" and "Placement Classification" are connected to the "Twitter Ads" data stream using the "Creative ID" and "Placement ID", respectively. This structure allows for the enhancement of the main Twitter Ads data with additional classification information.

NEW QUESTION # 45

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