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ACC 201 - Introductions to Cost Accounting TEST 1

Time: 1hour30 minutes

24th September 2020

All questions are compulsory.

Total Marks: 40

Question 1:

[15 Marks]

- I. Identify and discuss [any 4] roles of Cost accounting. (4)
- II. Define the following terms as used in cost accounting:
 - a. Conversion costs
 - b. Prime costs (3)
- iii. Define Perpetual Inventory System. Give any two advantages associated with this stock issue method. (4)
- iv. What is a Purchase Order? In a conventional organization with a central stores system, who prepares the Purchase Order and for what purpose? (4)

Question 2.

[10 Marks]

Mosele Company manufactures a single product which is a material component known as ST 9. The following particulars were collected in relation to material component ST 9 for the month of July 2020:

Monthly Demand (units)	1,500
Cost of placing an order	P 50.00
Annual carrying cost (per unit)	P7.20
Minimum usage (units per week)	25
Maximum usage (units per week)	75
Re-order period (weeks)	2-6 weeks

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q60-Q65):

NEW QUESTION # 60

What is a good way in Salesforce to verify that a record is syncing to a prospect in Marketing Cloud Account Engagement?

- A. The Marketing Cloud Account Engagement sync checkbox is checked
- B. The first and last name fields are not empty
- C. The Marketing Cloud Account Engagement URL field is not empty
- D. The lead/contact URL in Salesforce contains "Marketing Cloud Account Engagement"

Answer: C

Explanation:

1: A good way in Salesforce to verify that a record is syncing to a prospect in Marketing Cloud Account Engagement is to check that the Marketing Cloud Account Engagement URL field is not empty. The Marketing Cloud Account Engagement URL field is a custom field that is added to the lead or contact object in Salesforce when you connect your Marketing Cloud Account Engagement account with your Salesforce CRM. The Marketing Cloud Account Engagement URL field contains the link to the prospect record in Marketing Cloud Account Engagement that corresponds to the lead or contact record in Salesforce. The Marketing Cloud Account Engagement URL field is populated when a prospect record is synced from Marketing Cloud Account Engagement to Salesforce, or when a lead or contact record is synced from Salesforce to Marketing Cloud Account Engagement. Therefore, if the Marketing Cloud Account Engagement URL field is not empty, it means that the record is syncing to a prospect in Marketing Cloud Account Engagement.

NEW QUESTION # 61

LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website.

Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?

- A. Landing Page report
- B. Form Handler Report
- C. Form Report
- D. Conversions Report

Answer: C

Explanation:

If LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website, they should use the Form Report to see how many views their form has received (D). The Form Report shows the number of views, submissions, and conversions for each form created in Marketing Cloud Account Engagement. The Conversions Report (A) shows the number of prospects who converted from anonymous visitors to identified prospects. The Landing Page Report (B) shows the number of views, submissions, and conversions for each landing page created in Marketing Cloud Account Engagement. The Form Handler Report shows the number of submissions and conversions for each form handler created in Marketing Cloud Account Engagement. Reference: Account Engagement Campaign Reporting

NEW QUESTION # 62

Completion Actions are retroactive.

- A. False
- B. True

Answer: A

Explanation:

Completion actions are not retroactive and will only apply to prospects who complete the chosen action moving forward. Completion actions will fire each and every time a prospect takes the chosen action, except for when changing the prospect's Marketing Cloud Account Engagement score

NEW QUESTION # 63

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce? Choose 2 answers

- A. Lead records
- B. Contact records
- C. Case records
- D. Account records
- E. Opportunity records

Answer: A,B

Explanation:

By default, Marketing Cloud Account Engagement writes to two objects in Salesforce: contact records and lead records. These are the two objects that store information about individual prospects in Salesforce. Marketing Cloud Account Engagement syncs with these objects based on the email address field, which is the unique identifier for prospects. Marketing Cloud Account Engagement can create new contact or lead records in Salesforce, or update existing ones, depending on the sync settings and rules. Marketing Cloud Account Engagement does not write to case records, opportunity records, or account records by default, but it can read from them and use their information for segmentation and reporting purposes. Reference Marketing Cloud Account Engagement and Salesforce Sync Behavior

NEW QUESTION # 64

In which two ways does a Marketing Cloud Account Engagement prospect sync with a Salesforce Lead or Contact record? Choose 2 answers

- A. Shared tracking pixel
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared CRM ID

Answer: C,D

Explanation:

The two ways that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record are shared CRM ID and shared email address. A CRM ID is a unique identifier that is assigned to a Lead or Contact record in Salesforce and is synced with the corresponding prospect record in Marketing Cloud Account Engagement. A CRM ID ensures that the prospect data is matched with the correct Lead or Contact data and prevents duplicates. A CRM ID is created when a prospect is created or updated in Marketing Cloud Account Engagement and a matching Lead or Contact is found or created in Salesforce, or when a Lead or Contact is created or updated in Salesforce and a matching prospect is found or created in Marketing Cloud Account Engagement. An email address is a required field for both a prospect in Marketing Cloud Account Engagement and a Lead or Contact in Salesforce. An email address is used to identify and associate a prospect with a Lead or Contact, and to trigger a sync between Marketing Cloud Account Engagement and Salesforce. An email address is also used to track the prospect's activities, such as email opens, clicks, form submissions, and page views. Option B is not correct because a shared assigned user ID is not a way that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record, but a result of the sync. An assigned user ID is the ID of the user who owns the prospect in Marketing Cloud Account Engagement or the Lead or Contact in Salesforce. The assigned user ID is synced between Marketing Cloud Account Engagement and Salesforce to ensure that the same user owns the prospect and the Lead or Contact, unless there are custom assignment rules in place. Option D is not correct because a shared tracking pixel is not a way that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record, but a method of tracking the prospect's activities. A tracking pixel is a hidden image that is embedded in an email or a web page and sends a request to Marketing Cloud Account Engagement's server when the email or the web page is opened. A tracking pixel allows Marketing Cloud Account Engagement to record the prospect's email opens, page views, and other actions

NEW QUESTION # 65

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