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Microbiology Lab Practical 1 Study Guide with Complete Solutions

Why is it important to flame sterilize an inoculating loop before and after use?

✓✓ To prevent cross-contamination between samples.

What is the main role of the primary antibody in an ELISA test?

✓✓ To bind specifically to the target antigen.

What does a positive catalase test produce?

✓✓ Bubbles of oxygen when hydrogen peroxide is applied.

What type of bacteria are capable of forming biofilms?

✓✓ Bacteria that adhere to surfaces and produce extracellular polymeric substances.

Why is refrigeration used to store bacterial cultures?

✓✓ To slow down bacterial growth and preserve the cultures.

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q60-Q65):

NEW QUESTION # 60

What are three ways segments are used in marketing cloud personalization?

- A. Targeting for campaigns
- B. Set goal and filters
- C. Creating related lists within Salesforce CRM
- D. Analytics, trends and engagement
- E. Recommending products

Answer: A,D,E

Explanation:

* Recommending Products: Segments enable personalized recommendations based on user behavior and preferences.

* Targeting for Campaigns: Segments define audiences for specific campaigns, ensuring relevance and higher engagement.

* Analytics, Trends, and Engagement: Segments provide insights into user behavior, enabling trend analysis and engagement tracking.

NEW QUESTION # 61

Which two options are valid use cases for a segment?

Choose 2 answers

- A. Identifying users who have purchased a certain value in a specified time period
- B. Identifying users who abandoned a shopping cart today
- C. Identifying users for activation within an integrated Demand Side Platform
- D. Identifying users who viewed a YouTube advertising campaign

Answer: A,B

Explanation:

* Users who purchased a certain value: Segments can identify high-value customers for retention or upsell campaigns.

* Users who abandoned a shopping cart: Segments track users who exhibited intent but did not complete a purchase, enabling re-engagement.

NEW QUESTION # 62

Where can a developer access pre-built Global Templates?

- A. From the Templates list when building a campaign
- B. Templates menu under the web Campaign menu in the UI
- C. From code examples in developer docs
- D. View List Template option in the Launcher

Answer: D

Explanation:

Developers can access pre-built Global Templates through the Salesforce Interactions SDK Launcher Chrome extension. This extension provides a convenient interface for managing various aspects of Marketing Cloud Personalization development, including accessing and cloning Global Templates.

Here's how to access them:

* Open the Salesforce Interactions SDK Launcher Chrome extension.

* Click the "View List" section of the template button. This will open a tab displaying available templates.

* Click the "Global Templates" tab. This tab contains a list of all available Global Templates.

* To clone a template, click the "Clone Global Template" button associated with the desired template.

Why not the other options:

* B. From the Templates list when building a campaign: While you can select templates when building a campaign, this list typically includes custom templates and may not showcase all available Global Templates.

* C. From code examples in developer docs: Developer documentation may provide code snippets or examples, but it doesn't offer a direct way to access and clone the complete Global Templates.

* D. Templates menu under the web Campaign menu in the UI: This menu usually focuses on managing custom templates created within your account, not the pre-built Global Templates.

Salesforce Marketing Cloud References:

* Get Started with Global Web Templates: This documentation provides a comprehensive overview of Global Templates, their purpose, and how to access them through the Salesforce Interactions SDK Launcher. [Link to document](#)

* Salesforce Interactions SDK Launcher: This page provides information about the Chrome extension and its functionalities, including accessing Global Templates. [Link to document](#) [invalid URL removed] By accessing and cloning Global Templates, developers can leverage pre-built structures and functionalities, saving time and effort in creating personalized web experiences.

NEW QUESTION # 63

Which ingredient shows a visitor products or content based on a 'people like me' algorithm?

- **A. Collaborative Filtering**
- B. Trending
- C. Similar Items
- D. Co-Browse

Answer: A

Explanation:

The Collaborative Filtering ingredient uses a "people like me" algorithm to recommend products or content based on the behavior of similar users.

Reference: Salesforce Interaction Studio Recipe Ingredients Documentation.

NEW QUESTION # 64

How quickly does interaction studio synthesize and activate data to gauge and respond to an individual's in-the-moment intent, across channels?

- **A. 30 milliseconds**
- B. 1 second
- C. 1 minutes
- D. 30 Seconds

Answer: A

Explanation:

Interaction Studio synthesizes and activates data to gauge and respond to an individual's in-the-moment intent across channels within 30 milliseconds. This real-time processing enables rapid personalization and engagement.

Reference: Salesforce Interaction Studio Real-Time Engagement Guide.

NEW QUESTION # 65

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