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MC 101 Tests

Test 1

The four levels of communication

Intrapersonal - one to self

Interpersonal - one to one

Public speaking - one to a group

Mass communication - one to many

Media literacy people's understanding of what the media are, how they operate, what messages they are delivering, what roles they play in society, and how audience members respond to media messages

Four basic perspectives or dimensions of media literacy (identified by: potter)

Cognitive - deals with the ability to intellectually process the information being communicated by the media

Emotional - covers the feelings created by media messages

Aesthetic - involves interpreting media content from an artistic or critical point of view

Moral - consists of examining the values of the medium or the message

Models of Mass Communication

Transmission model (SMCR) - portrays mass communication as a largely one-directional flow of messages from the sender to the receiver, rather than as a complex interaction where senders and receivers are constantly changing places - it does however, lay out the key elements in mass communication

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To assist applicants preparing for the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) real certification exam effectively, PassTestking offers Salesforce MC-101 desktop practice test software and a web-based practice exam besides actual PDF MC-101 exam questions. These MC-101 Practice Exams replicate the Salesforce MC-101 real exam scenario and offer a trusted evaluation of your preparation. No internet connection is necessary to use the MC-101 Windows-based practice test software.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.

Topic 2	<ul style="list-style-type: none"> • Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.
Topic 3	<ul style="list-style-type: none"> • Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.
Topic 4	<ul style="list-style-type: none"> • Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.
Topic 5	<ul style="list-style-type: none"> • Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q56-Q61):

NEW QUESTION # 56

The marketing team at Northern Trail Outfitters wants to send birthday discount coupons to its recipients and to accommodate family members who want to opt in together with a single email address.

Which attribute should an associate use to uniquely identify each family member?

- A. Full Name
- B. Primary Key
- C. Subscriber Key

Answer: C

Explanation:

In the scenario where the marketing team at Northern Trail Outfitters wants to send birthday discount coupons to recipients and accommodate family members who share a single email address, the most appropriate attribute to use for uniquely identifying each family member is the Subscriber Key. The Subscriber Key is a unique identifier in Salesforce Marketing Cloud that allows for the differentiation of individuals even if they share the same email address.

By assigning a unique Subscriber Key to each family member, the marketing team can ensure that personalized content, such as birthday discounts, is appropriately targeted and managed for each individual, regardless of the email address being shared. This approach allows for more personalized and targeted marketing efforts, enhancing the customer experience and engagement.

References: Salesforce Marketing Cloud documentation on Subscriber Management clearly outlines the importance and use of the Subscriber Key for unique identification of subscribers in scenarios where multiple users might share the same contact information,

such as an email address.

NEW QUESTION # 57

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process. What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Add only
- **B. Add and update**
- C. Overwrite

Answer: B

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the "Add and update" option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

NEW QUESTION # 58

An associate wants to reference additional resources in Marketing Cloud Engagement to troubleshoot an issue. What should the associate use?

- **A. Salesforce Help & Training**
- B. Marketing Cloud Engagement Setup
- C. Salesforce Trust Site

Answer: A

Explanation:

The Salesforce Help & Training portal provides extensive resources for troubleshooting and learning about Marketing Cloud features. This resource offers guides, best practices, and troubleshooting steps for common issues within Marketing Cloud Engagement.

* Accessing Help & Training: Users can access it directly from the Salesforce platform or through the web, allowing for a comprehensive search across Marketing Cloud documentation and support articles.

* Salesforce Documentation Reference: Check Salesforce Help & Training for assistance with troubleshooting and accessing additional resources.

NEW QUESTION # 59

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this information. Which template type will generate the email send in the data extension?

- **A. Send Logging**
- B. Reports
- C. Data View

Answer: A

Explanation:

To gather information on many email sends and create a data extension for this purpose, the marketing associate should use the Send Logging template. Send Logging in Salesforce Marketing Cloud is a feature that captures send-time information for each email sent, including subscriber data, send data, and email content. This information is stored in a Send Logging data extension, providing a detailed record of email sends that can be used for analysis, reporting, and further segmentation.

NEW QUESTION # 60

Management at Cloud Kicks wants to engage customers who have redeemed promotion codes on its website.

The associate set up a data extension so that Subscriber Key is the primary key. However, the associate notices that customers who

have redeemed more than one promotion code only have one record added into the data extension.
What should the associate change to allow more than one record per subscriber key?

- A. Assign the promotion code field as a second primary key.
- B. Assign new subscriber keys to each promotion code redemption.
- C. Assign the email address as the primary key.

Answer: A

Explanation:

To allow more than one record per subscriber key, especially for customers who have redeemed more than one promotion code, the associate should assign the promotion code field as a second primary key. This creates a composite primary key consisting of the Subscriber Key and the Promotion Code field. With this configuration, each record is uniquely identified by the combination of the subscriber key and the promotion code, allowing multiple records for the same subscriber as long as the promotion codes are different.

NEW QUESTION # 61

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