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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q29-Q34):

NEW QUESTION # 29

Which two AMPscript HTTP functions allow an OAuth token to be passed in a header?

Choose 2 answers

- A. HTTPPost2
- B. HTTPPost
- C. HTTPGet
- D. HTTPGet2

Answer: A,D

Explanation:

The HTTPGet2 and HTTPPost2 functions in AMPscript allow you to include additional headers, such as an OAuth token, in your HTTP requests. These functions provide more flexibility for specifying custom headers compared to the standard HTTPGet and HTTPPost functions.

* Example:

```
SET @header = 'Authorization: Bearer your_oauth_token' SET @response = HTTPPost2('https://example.com/api', @header, "data=example")
```

Salesforce AMPscript HTTP Functions

NEW QUESTION # 30

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations need to be added to an Attribute Group.
- B. No more than three Populations should be created.
- C. Populations should be used for segmentation
- D. Populations are used to create largesubgroups Contacts.

Answer: A,B

Explanation:

Regarding Populations in Contact Builder:

* Populations need to be added to an Attribute Group (B) - This is necessary to define the relationship between the population and the associated data extensions and attributes.

* No more than three Populations should be created (C) - Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

Salesforce Marketing Cloud Contact Builder

Populations in Contact Builder

NEW QUESTION # 31

A developer is making an API REST call to trigger an email send. An accesstoken is used to authenticate the call.

How long are Marketing Cloud v1 access tokens valid?

- A. REST calls do not require an access token.
- B. Access tokens expire after one hour.
- C. Each API call requires a new access token.
- D. Access tokens expire after 24 hours.

Answer: B

Explanation:

In Salesforce Marketing Cloud, access tokens are valid for one hour (D). After one hour, a new access token must be obtained to continue making API calls. This ensures security and helps manage the lifespan of tokens effectively.

References:

Salesforce Marketing Cloud API Authentication

Salesforce Marketing Cloud REST API Overview

NEW QUESTION # 32

A data extension contains two fields which are being populated by a query activity. A third field has recently been added to the data extension.

Which SELECT statement is optimal for returning all of the columns in the data extension?

- A. SELECT field*
- B. SELECT 22SE, field2, field3
- C. SELECT*
- D. SELECT *, field1, field2, field3

Answer: C

Explanation:

The optimal SELECT statement for returning all columns in the data extension, including the newly added third field, is:

SELECT *

This statement ensures that all fields, including any new fields added to the data extension, are returned without needing to list them explicitly.

References:

Salesforce Marketing Cloud SQL Reference

Query Activity Best Practices

NEW QUESTION # 33

The Contact Delete feature can be used within an Enterprise 2.0 account from which business unit?

- A. None of these
- B. The Parent account
- C. Any business unit
- D. The business unit where the contact was introduced
- E. Only in Agency accounts

Answer: B

Explanation:

The Contact Delete feature can be used within an Enterprise 2.0 account from the Parent account (B). This ensures centralized management and compliance with organizational data governance policies.

References:

Salesforce Marketing Cloud Documentation on Contact Delete

Enterprise 2.0 Account Management

NEW QUESTION # 34

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