

Valid MKT-101 Dumps | Practical MKT-101 Information

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Nghiên cứu các hệ thống tích hợp với Core banking:

1. Bạn thường sử dụng các loại hệ thống tích hợp nào? Liệt kê và mô tả ngắn gọn về chúng.
2. Bạn muốn sử dụng hệ thống tích hợp nào nhất? Tại sao?
3. Theo thực trạng hiện nay, bạn quan ngại vấn đề nào của hệ thống ngân hàng? Tại sao?

Trả lời

Câu 1:

- Tích hợp core banking với NAPAS thông qua chuẩn ISO 8583 / API. Đây là lớp tích hợp cho phép kết nối trực tiếp giữa core banking và hệ thống chuyển mạch tài chính NAPAS. Luồng giao dịch thanh toán thẻ, chuyển khoản 24/7, QR và clearing được truyền và xác thực theo thời gian thực. Việc sử dụng ISO 8583 cho phép đảm bảo tính toàn vẹn message, cấu trúc data field chuẩn hóa và giảm sai lệch dữ liệu trong xử lý liên ngân hàng.

- Middleware/ESB phục vụ điều phối message đến NAPAS: Trong nhiều ngân hàng, lớp tích hợp ESB hoặc API Gateway đóng vai trò routing, transformation và load balancing nhằm giảm áp lực xử lý trực tiếp lên core banking và tránh tình trạng nghẽn giao dịch.

- Hệ thống reconciliation đối soát với NAPAS: Phục vụ đối chiếu file settlement, xử lý tra soát và bù trừ giao dịch, đảm bảo dữ liệu khớp chính xác giữa số cái core và clearing report từ NAPAS. Điều này giúp ngân hàng hạn chế rủi ro kế toán và sai lệch số dư khách hàng.

Câu 2:

- Tối ưu hóa hiệu năng xử lý giao dịch (transaction throughput & latency):

+ Luồng giao dịch kết nối trực tiếp giữa core banking và NAPAS giúp giảm độ trễ (latency) so với mô hình qua nhiều tầng middleware.

+ Message chuẩn ISO 8583 giúp giảm overhead data, tăng tốc độ truyền.

+ Khi kết hợp Gateway middleware, có thể thực hiện load balancing, queue management, giúp hệ thống duy trì throughput ổn định trong giờ cao điểm giao dịch 24/7.

- Chuẩn hóa giao thức tích hợp và nâng cao tính tương thích hệ thống

Trang 1

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The MKT-101 Exam is a valuable certification for marketers who want to demonstrate their expertise in using Marketing Cloud to build and analyze customer journeys. It is also a great way for professionals to advance their careers and open up new opportunities in the field of marketing. Build and Analyze Customer Journeys using Marketing Cloud certification is recognized by employers and organizations worldwide, and it can help professionals stand out in a competitive job market.

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Salesforce MKT-101 is an exam that tests your knowledge of building and analyzing customer journeys using Marketing Cloud. MKT-101 exam is designed for marketing professionals who want to improve their skills in creating targeted marketing campaigns and analyzing customer behavior.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q50-Q55):

NEW QUESTION # 50

A restaurant supply company captures email subscribers and leads through trade shows. This has always been a manual process with booth visitors leaving contact information in a fishbowl. The restaurant supply company is updating their process to an online sweepstakes entry that allows entrants to confirm opt-in for a monthly newsletter.

Which two components are appropriate for this solution? Choose 2 answers

- A. Send Email Activity with a link to a subscription center
- B. CloudPage with Web Collect to add entrants in to a data extension
- **C. Data extension with double opt-in status defined**
- **D. CloudPage with Smart Capture to add entrants in to a data extension**

Answer: C,D

NEW QUESTION # 51

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A. The customer has not opted In again with the new address.
- B. The new email address is from an unsupported domain.
- **C. The email address has not been updated in All Subscribers.**

Answer: C

NEW QUESTION # 52

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey.

Which data setup should they use for decision splits?

- A. Journey Data using CRM Report Import Activity to Salesforce Data Extension
- B. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes
- **C. Contact Data using Synchronized Data Sources**
- D. Journey Data queried from main data extension

Answer: C

Explanation:

To provide near real-time data in a 30-day welcome journey, Northern Trail Outfitters should use contact data using synchronized data sources. This will allow them to access the most up-to-date data from their CRM system in decision splits and other journey activities. Journey data is static and based on the entry source data extension, which may not reflect recent changes in CRM.

Contact data mapped through profile attributes or imported from CRM reports may not be as timely or accurate as synchronized data sources. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_synchronized_data_sources.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_jb_decision_split.htm&type=5

NEW QUESTION # 53

Answer: B

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