

# Quiz Salesforce - MCE-Dev-201–Trustable Reliable Test Cost



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## Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Modeling: This domain covers structuring contact and subscriber data in Marketing Cloud including configuring the contact model understanding data extension types and uses managing contact records across channels and the contact deletion process.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• API: This domain addresses interacting with Marketing Cloud through SOAP and REST APIs including API objects methods routes OAuth authentication flows with access tokens and handling API responses.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• Data Management: This domain covers importing data with various file formats writing SQL queries for data manipulation extracting data from Marketing Cloud applying SQL best practices managing send logs and understanding data impacts from contact deletion.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• Programmatic Languages: This domain focuses on coding with AMPscript and Server-Side JavaScript including language syntax functions processing methods development best practices and programmatic subscriber exclusion during sends.</li></ul>

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## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q21-Q26):

### NEW QUESTION # 21

A developer identified duplicate contacts and wants to delete roughly 10 million subscribers using Contact Delete. How could the process be expedited?

- A. Manually delete subscribers in All Contacts
- B. Stop the current delete process and delete smaller groups
- C. Delete any unnecessary Sendable Data Extensions
- **D. Change the Suppression value to a larger value**

**Answer: D**

Explanation:

To expedite the process of deleting roughly 10 million subscribers using Contact Delete, the developer should change the Suppression value to a larger value (A). Increasing the suppression period helps in reducing the time taken for the deletion process as it allows the system to handle more deletions at once, thus speeding up the overall process.

References:

Salesforce Marketing Cloud Documentation on Contact Delete  
Marketing Cloud Contact Deletion Best Practices

### NEW QUESTION # 22

A developer wants to build out a series of CloudPages that will interact with several REST APIs. Which Marketing Cloud supported scripting tool should be used?

- A. GTL
- **B. SSJS**
- C. AMPscript

**Answer: B**

Explanation:

To build out a series of CloudPages that will interact with several REST APIs, the developer should use SSJS (Server-Side JavaScript) (C). SSJS is supported in Marketing Cloud and provides robust capabilities for interacting with external APIs, handling HTTP requests, and processing data.

References:

Salesforce Marketing Cloud SSJS Guide  
SSJS Functions

### NEW QUESTION # 23

When do synchronous REST API calls to Marketing Cloud time out? Choose 2.

- **A. 300 seconds for tracking and data retrieve operations.**
- **B. 120 seconds for non-tracking operations.**
- C. 240 seconds for tracking and data retrieve operations.
- D. 240 seconds for non-tracking operations.

**Answer: A,B**

Explanation:

Synchronous REST API calls to Marketing Cloud have different timeout limits based on the type of operation:

\* 300 seconds for tracking and data retrieve operations: These operations involve more extensive data processing, hence the higher timeout limit.

\* 120 seconds for non-tracking operations: Standard non-tracking API calls have a shorter timeout limit.

Salesforce Marketing Cloud API Timeout Limits

### NEW QUESTION # 24

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns.

They request a developer to create a query which aggregates clicks grouped by language of the recipient.

Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. `_Subscribers`
- B. `_Subscribers`
- C. `_Click`
- D. `_AllSubscribers`

**Answer: B,C**

Explanation:

To create a query that aggregates clicks grouped by the language of the recipient, the developer needs to use Data Views that store subscriber and click information. The required Data Views are:

\* `_Subscribers` (A) - This Data View contains information about subscribers, including their profile attributes such as language.

\* `_Click` (D) - This Data View contains information about click events for email messages, which can be used to aggregate clicks.

The query would join these Data Views on a common identifier (e.g., `SubscriberKey`) and group the results by the language attribute.

References:

Salesforce Marketing Cloud Data Views

SQL Reference Guide

### NEW QUESTION # 25

A developer needs to use the `'contacts/'` route of the REST API to update records in a data extension.

What should the developer verify before making the API call?

- A. Journey Builder should be configured to use the data extension.
- B. Each contact should already exist in All Subscribers.
- C. **The data extension should be linked in an AttributeGroup in Contact Builder.**
- D. Contact Key should be equal to Subscriber Key in the underlying data extensions to ensure proper joining.

**Answer: C**

Explanation:

Before using the `'contacts/'` route of the REST API to update records in a data extension, the developer should verify that the data extension should be linked in an AttributeGroup in Contact Builder (D). This ensures that the data extension is part of the contact model and can be accessed and updated using the REST API.

References:

Salesforce Marketing Cloud REST API

Contact Builder and Attribute Groups

Questions no: 153 Verified answer: D Comprehensive Detailed Step by Step Explanation with References: To ensure a blank email will not be sent when creating a complex dynamic email with multiple sections and content blocks, the developer should confirm every version has default content (D). This practice ensures that if any dynamic content fails to load or meet the conditions, the default content will be displayed, preventing a blank email from being sent.

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Dynamic Content Best Practices

Questions no: 154 Verified answer: D Comprehensive Detailed Step by Step Explanation with References:

When using the REST API to send emails to customers after a purchase, the developer should make a token API call and re-use the token until the token expires (D). This approach optimizes API usage by reducing the number of token requests, ensuring that the token is reused until it naturally expires, after which a new token can be requested.

References:

Salesforce Marketing Cloud API Authentication

Token Management Best Practices

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### NEW QUESTION # 26

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