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## MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to \_\_\_\_\_."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) \_\_\_\_\_ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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The MKT-101 certification exam is ideal for professionals who have experience with Salesforce Marketing Cloud and want to advance their skills and knowledge. It is also suitable for individuals who are looking to enhance their resumes or advance their careers in the marketing industry. By passing MKT-101 exam, candidates can demonstrate their proficiency in Marketing Cloud and differentiate themselves from other job applicants.

Another important aspect of the Salesforce MKT-101 Exam is understanding how to track and analyze customer behavior across multiple touchpoints. This requires a deep understanding of the Marketing Cloud data model and the ability to use analytics tools to extract meaningful insights from customer data. You will be tested on your ability to use Salesforce Analytics to track key metrics such as engagement rates, conversion rates, and revenue generated through various marketing channels.

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### Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q53-Q58):

#### NEW QUESTION # 53

A marketer is configuring Path Optimizer in Journey Builder to test three different email subject lines. They want to configure a holdback audience to receive the winning path, but the option is unavailable.

Why would the marketer be unable to configure a holdback audience?

- A. The Journey is a one-time scheduled send.
- **B. Holdback audience cannot be used for subject lines tests.**
- C. The journey is scheduled to repeat.
- D. Holdback audiences are only available for A/B Tests.

**Answer: B**

#### NEW QUESTION # 54

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- **A. Purge inactive subscribers to avoid high bounce rates.**
- B. Send to subscribers, asking for them to confirm opt-in.
- C. Create a new, friendly From Name for the updated program.

**Answer: A**

#### NEW QUESTION # 55

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- **A. Send SMS**
- **B. Decision Split**
- C. Post to Facebook
- **D. Wait Until**
- E. Query Activity

**Answer: A,B,D**

#### NEW QUESTION # 56

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. %%view\_online%%
- B. %%view\_email\_url%%
- C. %%vawp%%

- D. %%view\_as\_webpage%%

**Answer: D**

Explanation:

This personalization string is used to direct a subscriber to a web version of the email, allowing them to view the email online even if their email client does not support HTML. For more information on personalization strings, please see the documentation here:

[https://help.salesforce.com/articleView?id=mc\\_es\\_personalization\\_strings.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_personalization_strings.htm&type=5).

The %%view\_email\_url%% personalization string is a system-generated link that allows subscribers to view a web page version of an email. It can be included as the href attribute in a 'view online' link in an email template to enable users to view the email in a browser if they have trouble viewing it in their email client. The %%view\_as\_webpage%% personalization string is deprecated and should not be used. The %%vawp%% personalization string is an alias for %%view\_as\_webpage%% and should not be used either. The %%view\_online%% personalization string does not exist. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_es\\_view\\_email\\_url\\_personalization\\_string.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_view_email_url_personalization_string.htm&type=5) [https://help.salesforce.com/articleView?id=sf.mc\\_es\\_view\\_as\\_web\\_page\\_personalization\\_string.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_es_view_as_web_page_personalization_string.htm&type=5)

#### NEW QUESTION # 57

If you don't have the option for offline tactics what could you consider? (Select 3)

- A. Promote content via social media that does not requires email registration to access
- B. Require email to create an account on website
- C. Drive online loyalty program registration requiring email address
- D. Registration with incentive on website

**Answer: B,C,D**

#### NEW QUESTION # 58

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