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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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.
Topic 2	<ul style="list-style-type: none">• 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.
Topic 3	<ul style="list-style-type: none">• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 4	<ul style="list-style-type: none">• 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.

- **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.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q69-Q74):

NEW QUESTION # 69

Which AMPscript function returns the result of interpreted code within a code block and includes the result in the rendered content, where the code block is located?

- A. V
- B. TreatAsContentArea
- **C. Output**

Answer: C

Explanation:

The Output function in AMPscript is used to include the result of interpreted code within a code block in the rendered content. This function ensures that the evaluated result of the code is included directly where the Output function is called.

* Example:

ampscript

Copy code

```
%%[ SET @message = "Hello, World!" ]%% %%=Output(@message)=%%
```

Salesforce AMPscript Output Function

NEW QUESTION # 70

Northrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level.

Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. .Subscribers
- **B. ListSubscribers**
- C. ENT._Subscribers
- D. _BusinessUnitUnsubscribes

Answer: B

Explanation:

To identify all subscribers who are unsubscribed from a specific Business Unit, the correct Data View to query is ListSubscribers (A). This Data View contains information about the subscription status of subscribers at the list level, including unsubscribe status for specific Business Units.

References:

Salesforce Marketing Cloud Data Views

ListSubscribers Data View

NEW QUESTION # 71

Northern Trails Outfitters (NTO) has a sendable data extension with 1,500,000 contact records they want to delete. Which step is required before deleting the contacts?

- A. Navigate to Contact Builder and delete the data extension
- B. Navigate to Email Studio and delete the data extension
- C. Divide the records in half and delete each resulting data extension
- D. Query the records into a new sendable data extension and delete it

Answer: A

Explanation:

Before deleting a sendable data extension that contains a large number of contact records, it is important to manage the contact deletion through Contact Builder. Deleting the data extension from Contact Builder ensures that all related contact information is also removed from the contact model.

Salesforce Contact Builder

NEW QUESTION # 72

A developer needs to process a payload from an external system in a CloudPage.

What Marketing Cloud Server-Side JavaScript Platform function should be used for converting a string payload in JSON format to a JavaScript object?

- A. Stringify
- B. ParseJSON
- C. CreateObject
- D. Base64Decode

Answer: B

Explanation:

To convert a string payload in JSON format to a JavaScript object on a CloudPage, the developer should use the ParseJSON (B) function in Marketing Cloud Server-Side JavaScript (SSJS). This function parses a JSON string and returns a corresponding JavaScript object.

Example:

```
var jsonString = '{"key1":"value1", "key2":"value2"}'; var jsonObject = Platform.Function.ParseJSON (jsonString);
```

References:

Salesforce Marketing Cloud SSJS Guide

SSJS Platform.Function.ParseJSON

NEW QUESTION # 73

A developer wants to create an AMPscript FOR loop that populates HTML table rows based on the number of rows and data in a target DE. Where should the developer place the FOR keyword to begin the loop?

- A. Before the <tr> tag
- B. Before the <tbody> tag
- C. Before the <td> tag
- D. Before the <table> tag

Answer: A

Explanation:

In AMPscript, to create a FOR loop that populates HTML table rows, the developer should place the FOR keyword before the <tr> tag. This ensures that each iteration of the loop creates a new table row with the appropriate data.

Example:

```
<table> <tbody> %%[ FOR @i = 1 TO RowCount(@TargetDE) DO ]%% <tr> <td>%%=Field(Row (@TargetDE, @i),  
"FieldName")=%%</td> </tr> %%[ NEXT @i ]%% </tbody> </table>
```

References:

AMPscript Guide

Salesforce Marketing Cloud Documentation

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