

# Salesforce MCE-Dev-201 PDF Question & MCE-Dev-201 Best Study Material



## Salesforce MCE-Dev-201 Salesforce Certified Marketing Cloud Engagement Developer

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

Topic	Details
Topic 1	<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 2	<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 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>• 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>
Topic 5	<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>

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### Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q63-Q68):

#### NEW QUESTION # 63

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The emails being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent. How many subscriber rows would be affected by the UpdateDE function?

- A. Only subscribers who exist in All Subscribers
- B. No rows are updated
- C. 400 subscribers who were sent the email
- D. All 250,000 subscribers

**Answer: C**

Explanation:

The UpdateDE function in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by the UpdateDE function.

Salesforce AMPscript UpdateDE Function

#### NEW QUESTION # 64

A developer wants to include an AMPscript if/else statement in an email to satisfy the condition "if the subscriber's tier is not premier then display heading encouraging them to upgrade." The tier value has already been set as variable named @level. How should the developer write this AMPscript conditional statement?

- A. " ENDIF IF @level == 'premier' THEN SET @message = 'Upgrade to premier now
- B. %%[IF @level == 'premier' THEN SET @message = You are premier member
- C. %%[IF(@level == 'premier') THEN 'Upgrade to premier now!' ELSE 'You are a premier member' ENDIF]%%
- D. %%=IF @level == premier, You are a premier member" Upgrade to premier now!
- E. " ENDIF]%% %%=v(message)=%%[IF(@level IS 'premier', Upgrade to premier now! You are a premier member%%=IF(@level = 'premier', 'You are a premier member!', Upgrade to premier now!

**Answer: E**

Explanation:

The IIF function in AMPscript is a shorthand way to perform conditional logic within an inline expression. It evaluates a condition and returns one of two values based on whether the condition is true or false.

\* AMPscript IIF Example:

```
%%=IIF(@level = 'premier', 'You are a premier member!', 'Upgrade to premier now!')==%% Salesforce AMPscript IIF Function
```

### NEW QUESTION # 65

Which aspect should a developer consider before creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud?

- A. Scope (Permissions) will be granted based on the User who is creating the Installed Package.
- **B. Scope (Permissions) must be specifically granted when creating an API Integration component inside an Installed Package.**
- C. Using an Installed Package, APIs will have access to resources in all Business Units.

**Answer: B**

Explanation:

When creating a Server-to-Server Installed Package and associated API Integration in Marketing Cloud, it is essential to grant specific scopes (permissions) to the API Integration component. This ensures that the integration has the necessary access to perform its tasks without granting unnecessary permissions.

Salesforce Installed Packages and API Integrations

### NEW QUESTION # 66

A developer needs to write AMPscript to ensure the expiration date on a coupon is the last day of the month. What would produce the desired result?

- **A. Find the first day of next month and subtract one day**
- B. Add one month using DateAdd to now
- C. Add 30 days using DateAdd to now
- D. Use the date format string for last day of month within FormatDate

**Answer: A**

Explanation:

To ensure the expiration date on a coupon is the last day of the month, the developer should find the first day of the next month and subtract one day (A). This approach guarantees that the expiration date is set to the last day of the current month.

Example AMPscript:

```
SET @firstDayNextMonth = DateAdd(DatePart(Now(), "MM"), 1, "M") SET @lastDayCurrentMonth = DateAdd(@firstDayNextMonth, -1, "D")
```

References:

Salesforce Marketing Cloud AMPscript Guide

Salesforce Marketing Cloud Documentation

### NEW QUESTION # 67

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- **A. /\* comment \*/**
- B. --comment
- C. - comment -->
- D. // comment

**Answer: A**

Explanation:

In AMPscript, the valid syntax for comments is `/* comment */`. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

Salesforce AMPscript Syntax Guide

