

# MC-202 Latest Material - MC-202 Exam Format

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## BOAT TEST EXAM QUESTIONS EXAM NEW VERSION LATEST UPDATE 2024-2025 WITH ACCURATE ANSWERS GUARANTEED PASS BEST STUDYING MATERIAL WITH 150 QUESTIONS

What safety precaution should you take when hunting from a boat?

Answers A Always remain seated while shooting.

B Have your dog stand on the bow for faster retrieval.

C Lower the anchor slowly from the side of the boat.

D Wear two layers of warm clothing over your PFD.

- CORRECT ANS-Always remain seated while shooting.

You are docking your boat. The current is pushing you toward the dock. What is the best way to dock?

- CORRECT ANS-D Approach parallel to the dock. Let the current push you in.

A powerboat is about to cross paths with a sailboat under sail. What should the powerboat do?

- CORRECT ANS-Do whatever is necessary to stay clear of the sailboat.

What should a sailboat operator do when approaching a PWC head-on?

- CORRECT ANS-

You see a white buoy with an orange square and black lettering. What does this buoy tell you? -

CORRECT ANS-information or directions Correct Answer

Which of the following is legal?

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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q35-Q40):

### NEW QUESTION # 35

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days. Where should they find this dashboard?

- A. Reports - Journey Engagement
- B. Journey Builder - JourneyHistory
- C. Datorama Reports - Journey Performance

**Answer: C**

Explanation:

To view a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days, Northern Trail Outfitters' leadership should look at Datorama Reports - Journey Performance. This tool provides comprehensive insights and performance metrics for journeys, including success rates and engagement over specified time periods.

References:

Salesforce Marketing Cloud Documentation on Datorama Reports

### NEW QUESTION # 36

Northern Trail Outfitters (NTO) released a clever promotional video that went viral. Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website. Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Web Collect Sign-Up Form
- C. Sender Authentication Package

**Answer: A**

Explanation:

Send Throttle is a feature in Salesforce Marketing Cloud that allows marketers to control the rate at which emails are sent. This can help manage and distribute the load on the website by pacing the influx of visitors, preventing potential server overload and ensuring a smoother user experience.

References: Salesforce Marketing Cloud Documentation on Send Throttling

### NEW QUESTION # 37

Northern Trail Outfitters (NTO) built an email with images, text, and links pointing to the same URL. NTO wants to understand how each type of link performs.

Which tag should NTO add to the HTML <a> element to differentiate the links?

- A. alias
- B. conversion
- C. linkname

**Answer: C**

Explanation:

To differentiate how each type of link performs in an email, Northern Trail Outfitters should add the "linkname" tag to the HTML <a> element. The "linkname" tag helps track and differentiate the performance of various links by assigning unique identifiers to each link, which can then be analyzed in reporting.

Reference:

Salesforce Marketing Cloud Documentation: Link Tracking

### NEW QUESTION # 38

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Delete the subscriber from All Subscribers
- **B. Add the subscriber to the auto-suppression list.**
- C. Use the complaint exclusion list on future sends.

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Auto-Suppression Lists

### NEW QUESTION # 39

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Mobile Aware
- B. Responsive Aware
- **C. Mobile Responsive**

**Answer: C**

Explanation:

For a quick turnaround and easiest implementation in mobile optimization, "Mobile Responsive" is the best option. Mobile Responsive design automatically adjusts the email layout to fit the screen size of mobile devices, ensuring a good user experience without extensive customization. This approach uses fluid grids, flexible images, and media queries to create an adaptable design that works well on various device sizes.

Reference: Salesforce Marketing Cloud Documentation on Mobile Optimization and Responsive Design

### NEW QUESTION # 40

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