

New MC-201 Test Guide & Study MC-201 Group

MIC 201 2024 Test 2 Study Guide

When did humans start suffering from TB and from malaria?

What was the main point that Dr. William Scott made about the *nramp1* gene in the mouse and the related *SLC11A1* gene in humans in terms of susceptibility to TB?

- if a mouse or human had the 'mutated' form of these genes they would, if infected, have a 100% of developing active TB.
- if a mouse or human had the 'mutated' form of these genes they would, if infected, have a slightly greater chance of developing active TB.
- if a mouse or human had the 'mutated' form of these genes they would, if infected, be completely protected from developing active TB.
- After years of research it was finally determined that these genes had absolutely no impact on TB susceptibility.

What are the three components of the epidemiologic triad according to Dr. Scott?

In the context of TB, what is meant by 'the unlucky 10%'?

You find out that your beloved Grandfather has LTBI.

What WHO-approved advice would you give him?

- Don't worry, you'll probably never suffer from this infection.
- Start treatment as soon as possible so you will be certain you won't develop active TB.
- Check into a sanatorium to reduce the chances of developing active TB.
- Immediately quarantine yourself so you won't transmit TB to the rest of the family.

What feature of a mature granuloma makes it so difficult for both our immune system as well as for drugs to eliminate *Mycobacterium tuberculosis*?

Know the differences between LTBI and 'active' (or advanced) TB.

What is the treatment regime recommended by the WHO for 'active' TB?

All of the following are true about drugs used to treat LTBI and active TB EXCEPT:

- Patients are usually treated with only one drug at a time.
- Drug treatments usually last for 2 or more months.
- Drug therapy, if done properly, is curative.
- Mycobacterium tuberculosis* can develop resistance to many of the 'front-line' TB drugs.

Why should it not be surprising that TB is the leading cause of death among HIV-positive individuals?

What is the single most important reason why it would be challenging to rid humanity of TB within 1 year?

- Identifying all LTBI individuals and keeping them on drug treatment
- We have not developed a vaccine against TB.
- Climate change is shifting TB disease patterns.
- Tests for LTBI status are not reliable.

What happens to a red blood cell during the merozoite replication process and in terms of the function of red blood cells, describe how *Plasmodium* causes disease symptoms in humans.

Why is *Plasmodium vivax* largely absent in Africa?

The parasite that causes malaria, *Plasmodium*, just like humans, undergoes sexual reproduction to generate genetic variability. At what point in the *Plasmodium* infection cycle does this "genetic shuffling" occur?

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q101-Q106):

NEW QUESTION # 101

A prospect with a Marketing Cloud Account Engagement score over 100 can view and opt out of a list on the Marketing Cloud Account Engagement Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

- A. It is a Dynamic List
- B. It is a CRM Visible List
- C. It is a Static List
- D. It is a Public List

Answer: B,C

Explanation:

The two characteristics that must be true of the list that the prospect can view and opt out of on the Marketing Cloud Account Engagement Email Preference Center are that it is a Static List and that it is a CRM Visible List. A Static List is a list that is manually populated by the marketer or the prospect. A prospect can opt out of a Static List by clicking on the unsubscribe link in an email or by visiting the Email Preference Center and deselecting the list. A CRM Visible List is a list that is synced with a Salesforce campaign and can be viewed and reported on in Salesforce. A prospect can be removed from a CRM Visible List if they no longer meet the criteria of the Salesforce campaign, such as having a certain score or status. Option B is not correct because a Dynamic List is a list that is automatically populated by Marketing Cloud Account Engagement based on criteria that match prospect fields. A prospect cannot opt out of a Dynamic List, but they can be removed from the list if they no longer meet the criteria. Option D is not correct because a Public List is a list that is visible on the Email Preference Center and can be opted in or out by the prospect. A Public List can be either a Static List or a Dynamic List, but it is not a characteristic that affects the prospect's removal from the list. Reference: Marketing Cloud Account Engagement Email Preference Center Best Practices - Salesforce Ben, Create a Custom Email Preference Center Page - Salesforce, Crafting Clear Marketing Communication with Marketing Cloud Account Engagement Email Preference Centers

NEW QUESTION # 102

New feature alerts can be found at the top of the dashboard.

- A. True
- B. False

Answer: A

Explanation:

According to the Salesforce documentation, the answer is true. New feature alerts can be found at the top of the dashboard. A new feature alert is a notification that informs the user about the latest features and updates that are available in Marketing Cloud Account Engagement. A new feature alert can be found at the top of the dashboard in Marketing Cloud Account Engagement, and it can show different information, such as the name, description, or link of the new feature or update. The user can click on the new feature alert to learn more about it, or to access it. The user can also dismiss the new feature alert by clicking on the X icon, or view the previous new feature alerts by clicking on the bell icon. The new feature alerts can help the user to stay informed and updated about the new features and updates that are available in Marketing Cloud Account Engagement, and to take advantage of them. Reference: Salesforce documentation

NEW QUESTION # 103

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What is the recommended Marketing Cloud Account Engagement asset to use?

- A. Marketing Cloud Account Engagement landing page without a form

- B. Marketing Cloud Account Engagement form
- C. Marketing Cloud Account Engagement form handler
- D. Third party form

Answer: B

Explanation:

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form. Reference: [Salesforce documentation]

NEW QUESTION # 104

What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?

- A. Rule
- B. Trigger
- C. Action
- D. End

Answer: C

Explanation:

According to the Salesforce documentation, the step type that would be used in engagement studio to add prospects to another engagement studio program's recipient list is an action. An engagement studio program is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria. An engagement studio program consists of steps that define the logic and flow of the program. There are three types of steps: triggers, actions, and rules. A trigger is a step that checks for a prospect's activity, such as opening an email, clicking a link, or submitting a form. An action is a step that performs an action on a prospect, such as sending an email, adjusting a score, or adding to a list. A rule is a step that checks for a prospect's attribute or value, such as score, grade, or field value. To add prospects to another engagement studio program's recipient list, the user can use an action step that adds prospects to a list. The user can then use that list as the recipient list for another engagement studio program. A rule, an end, or a trigger are not the step types that would be used in engagement studio to add prospects to another engagement studio program's recipient list, as they are related to other functions, such as checking for criteria, ending the program, or checking for activity. Reference: Salesforce documentation

NEW QUESTION # 105

What is the expected behavior if an automation rule is NOT set to repeat?

- A. The action can only run once per day on the prospect.
- B. The prospect matches the criteria once, but the action runs multiple times.
- C. The prospect matches the criteria once and the action runs once.
- D. The prospect can match the criteria multiple times and the action runs each time.

Answer: C

Explanation:

The expected behavior if an automation rule is not set to repeat is that the prospect matches the criteria once and the action runs once. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can be set to repeat or not repeat, depending on whether the administrator wants the rule to run multiple times or only once on the same prospect. If the automation rule is not set to repeat, it means that the rule will only run once on each prospect who matches the criteria, and it will not run again even if the prospect matches the criteria again in the future. The other options are not the expected behavior if an automation rule is not set to repeat. The prospect cannot match the criteria multiple times and the action runs each time, as this would require the rule to be set to repeat. The action cannot run only once per day on the prospect, as this would require the rule to have a daily frequency limit. The prospect cannot match the criteria once, but the action

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