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CRM Level 1 - CRM Practice Exam Questions

Inventory is the amount of inventory a business needs to have to achieve a certain level of risk mitigation when it comes to stockouts.  
Reorder level is a particular point in the inventory level at which a company would place a new order or start a new manufacturing run.  
Reference:  
LO 2, AC 2.3

**NEW QUESTION # 28**  
Which of the following statements is true?

- A. Car engine is an example of independent demand item in a car assembly plant.
- B. Sum of all independent demand items may be derived from the forecast.
- C. Dependent demand items are not directly correlated with production rate.
- D. All inventory supplies are independent demand items.

**Answer: B**

**Explanation:**  
Dependent demand is the requirement for those items which are directly related to and therefore dependent upon the rate of production (materials, raw materials, components, energy) to produce demand or the requirement for those items which is not directly related to, and is therefore independent of rate of production.  
Number of independent demand items may be derived from the forecast. Although independent demand is called that, it can still be influenced by economic factors, external to the demand supply model such as general consumer sentiment and customer's available disposable income. However, decisions that need to predict the number of products with an independent demand are made to save their customers have to supply chain providers that must calculate the demand for products with dependent demand (business items with fewer factors to consider).  
Dependent demand items are not directly correlated with production rate. As mentioned above, dependent demand items are strongly correlated with production rate.  
All inventory supplies are independent demand items. Though most inventory supplies are independent demand, some are affected by the production rate, i.e. energy consumption of a major machinery.  
Car engine is an example of independent demand item in a car assembly plant. Car engine is a component to the vehicle is the finished good of a car assembly plant, it is a dependent demand item.  
LO 2, AC 2.3

**NEW QUESTION # 29**  
When using ABC analysis to classify inventory, which factors must be considered?

1. Demand or quantity of each item
2. Cumulative percentage of items
3. Cumulative percentage (stage value of items)
4. Overall inventory turnover

- A. 1 and 4 only
- B. 2 and 4 only
- C. 1 and 3 only
- D. 1 and 2 only

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### **Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q180-Q185):**

#### **NEW QUESTION # 180**

Which are true about Marketing Cloud Account Engagement Recycle Bin

- A. Items in the recycle bin don't count toward usage limits
- B. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted
- C. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
- D. Tags are deleted permanently and don't appear in the recycle bin
- E. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
- F. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin
- G. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted

**Answer: A,B,C,D,F**

#### **NEW QUESTION # 181**

LenoxSoft has been using Marketing Cloud Account Engagement and Salesforce for one year and have enabled Einstein Behavior Scoring.

What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?

- A. To always book a follow up call with prospects and record notes from the call in the Marketing Cloud Account Engagement Notes field for future review.
- B. To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
- C. To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
- D. To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

**Answer: B**

#### **NEW QUESTION # 182**

There is Custom Field Type in Marketing Cloud Account Engagement called CRM User

- A. False
- B. True

**Answer: B**

### NEW QUESTION # 183

LenoxSoft uses a 3rd party webinar platform. They want to create an automated process using an engagement program that sends a different email based on whether or not a prospect has registered for a webinar.

What should a consultant configure in Marketing Cloud Account Engagement and Salesforce in order to meet this use case?

- A. Export the registration list from the webinar platform, import it into Marketing Cloud Account Engagement and use it as a recipient list for the engagement program.
- **B. A Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration,**
- C. Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.
- D. Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration.

**Answer: B**

### NEW QUESTION # 184

LenoxSoft asks you about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

- A. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
- **B. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.**
- C. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form since "Register for a webinar" completion action and Marketing Cloud Account Engagement prospects who are filtered do not have completion actions applied to them.
- D. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form, but you can still register your

**Answer: B**

### NEW QUESTION # 185

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