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## Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q41-Q46):

### NEW QUESTION # 41

In what order is AMPscript evaluated before an email is sent?

- A. Text Body, HTML Body, Subject Line
- B. **Subject Line, HTML Body, Text Body**
- C. HTML Body, Text Body, Subject Line
- D. HTML Body, Text Body, Text Body

**Answer: B**

Explanation:

AMPscript is evaluated in the following order before an email is sent:

- \* Subject Line: Evaluates AMPscript in the subject line first.
- \* HTML Body: Evaluates AMPscript within the HTML body of the email.
- \* Text Body: Evaluates AMPscript within the text body of the email.

This order ensures that any dynamic content or personalization logic is correctly applied in all parts of the email.

### NEW QUESTION # 42

A developer is configuring a File Drop Automation and wants to use a Filename Pattern to allow for timestamps on the file. The file name will always start with the month and day (e.g. MAY15) the file is dropped onto the SFTP site.

Which two configurations should be used for the automation to successfully start? Choose 2 answers

- A. Ends With operator
- B. **%%Month%%%%Day%%**
- C. Begins With operator
- D. %%MMMMdd%%

**Answer: B,C**

Explanation:

To configure a File Drop Automation with a filename pattern that allows for timestamps and starts with the month and day, the developer should use:

- \* Begins With operator (D) - This ensures that the automation triggers when the file name begins with the specified pattern.
- \* %%Month%%%%Day%% (C) - This is the correct syntax to match the month and day in the file name.

For example, if the file name is "MAY15", the pattern will be %%MMMM%%dd.

References:

Salesforce Marketing Cloud File Drop Automations  
Automation Studio Filename Patterns

### NEW QUESTION # 43

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

## Answer: B

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.

## NEW QUESTION # 44

A developer wants to populate a data extension with information about all emails deployed in the last seven days. The data extension needs to contain JobID, EventDate, and the counts of how many emails were sent with each JobID.

Which data view is required to gather this information?

- A. Job
- B. Subscribers
- C. Journey
- D. Sent

## Answer: D

Explanation:

The `sentdata` view contains records of all emails that have been sent, including details such as JobID, EventDate, and other relevant information. To gather the required information about emails deployed in the last seven days, the `sentdata` view should be used.

\* Query Example:

```
SELECT JobID, EventDate, COUNT(*) as SentCount
FROM _Sent
WHERE EventDate >= DATEADD(day, -7, GETDATE())
GROUP BY JobID, EventDate
```

## NEW QUESTION # 45

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable `caapptId`. The developer does NOT want the Appointment ID to be visible to anyone using the form.

What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. `<input id="MapptId" type="text" value="10%v(@apptId)10%" />`
- B. `<form action="10%v=CloudPagesURL(123,'apptId',@apptId)10%" methods="post">`
- C. `<form action="10%v=MicrositeURL(123,,apptId',@apptId)10%" method="post">`
- D. `<input id="apptId" type="text" value="10%v(@>apptId)10%" />`

## Answer: B

Explanation:

To securely pass parameters between CloudPages without exposing them, use the `CloudPagesURL` function within a form action. This method encodes the parameters and securely posts them to the target CloudPage.

\* `CloudPagesURL`: Encodes and includes parameters securely.

\* Form Method: Using the `post` method ensures parameters are sent in the request body, adding another layer of security.

## NEW QUESTION # 46

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