

New MC-101 Mock Exam & Latest MC-101 Dumps Free

Please check the examination details below before entering your candidate information

Candidate surname Other names

Centre Number Candidate Number

Pearson Edexcel Level 1/Level 2 GCSE (9-1)

Mock Set 9

Morning/Afternoon (Time: 1 hour 30 minutes) **Paper reference 1MA1/3H**

Mathematics
PAPER 3 (Calculator)
Higher Tier

You must have: Ruler graduated in centimetres and millimetres, protractor, pair of compasses, pen, HB or B pencil, eraser, calculator. Tracing paper may be used.

Total Marks

Instructions

- Use black ink or ball-point pen.
- If pencil is used for diagrams/sketches/graphs it must be dark (HB or B).
- Fill in the boxes at the top of this page with your name, centre number and candidate number.
- Answer all questions.
- Answer the questions in the spaces provided – there may be more space than you need.
- You must show all your working.
- Diagrams are NOT accurately drawn, unless otherwise indicated.
- Calculators may be used.
- If your calculator does not have a π button, take the value of π to be 3.142 unless the question instructs otherwise.

Information

- The total mark for this paper is 80
- The marks for each question are shown in brackets – use this as a guide as to how much time to spend on each question.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ➤

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> ● Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.

Topic 2	<ul style="list-style-type: none"> • Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.
Topic 3	<ul style="list-style-type: none"> • Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.
Topic 4	<ul style="list-style-type: none"> • Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.
Topic 5	<ul style="list-style-type: none"> • Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q115-Q120):

NEW QUESTION # 115

DreamHouse Realty (DR) has created a journey that sends an email to contacts with new properties for sale in the recipient's area of interest.

How should DR ensure a contact is only receiving emails specific to their area of interest?

- A. Send the entire journey to available contacts.
- B. Create a Journey for each location.
- **C. Use decision splits to separate the audience based on location.**

Answer: C

Explanation:

Decision splits in Journey Builder allow DreamHouse Realty to send targeted emails based on contacts' specific areas of interest. By using a decision split based on location, the journey can branch to ensure that each contact receives content relevant to their preferred areas without needing separate journeys for each location.

* Advantages of Decision Splits: This approach keeps the journey streamlined and ensures relevant content delivery based on criteria such as geographic location.

* Salesforce Documentation Reference: See Journey Builder Decision Splits for configuring audience segmentation.

NEW QUESTION # 116

The marketing team at Cloud Kicks believes that adding a subscriber's first name to a subject line will improve open rates. They decide to test their hypothesis with a sample set in their next upcoming email. They want the test to automatically choose the winner based on highest open rate and then send the winning subject line to the remaining population. Which feature should the associate use to execute these testing parameters?

- A. Journey Builder A/B Testing
- **B. A/B Testing In Email Studio**
- C. Random Data Extensions

Answer: B

Explanation:

When the marketing team at Cloud Kicks wants to test the effectiveness of including a subscriber's first name in the subject line to improve open rates, the most suitable Salesforce Marketing Cloud feature is A/B Testing in Email Studio. This feature allows marketers to create variations of their emails with different subject lines (in this case, one with and one without the subscriber's first name) and send these variations to a sample set of their audience.

The A/B Testing functionality in Email Studio includes the ability to automatically determine the winning version based on a specified success metric, such as the highest open rate. After the test concludes, Email Studio can automatically send the winning version to the remaining segment of the audience that did not participate in the initial test. This process is both efficient and effective for testing hypotheses about email engagement and ensuring that the most impactful email content is delivered to the larger audience.

References: Salesforce Marketing Cloud Email Studio documentation provides extensive details on how to set up and execute A/B tests, including setting success metrics and automating the distribution of the winning content.

NEW QUESTION # 117

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Bounce
- B. Wrong email
- **C. Held**

Answer: C

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 118

The marketing team at Cloud Kicks wants to ensure its landing page's branding is consistent with its site, including options to update profile information and unsubscribe from specific lists.

Which asset should the associate create for this experience?

- A. Dynamic Content
- B. Account-Level Footers
- **C. Custom Preference Center**

Answer: C

Explanation:

A Custom Preference Center allows Cloud Kicks to create a branded landing page that lets subscribers manage their preferences, update profile information, and unsubscribe from specific lists. This helps maintain brand consistency and improves user experience by providing control over email preferences.

* Why a Custom Preference Center: It offers flexibility in design and functionality, ensuring a cohesive brand experience that aligns with Cloud Kicks' existing website branding.

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