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The
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MEC201

Ancillary Material: Useful Equations on Pages 8 and 9 of this Question Paper

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DEPARTMENT OF MECHANICAL ENGINEERING Spring Semester 2021-2022

Dynamics of Structures and Machines

2 Hours

Instructions:

Note that this exam is out of 80 marks.

Answer ALL Questions

Put all your answers in the answer booklet provided.

No work written on the exam question paper will be marked.

Registration number from U-Card (9 digits) – to be completed by student

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MEC201

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample

Questions (Q211-Q216):

NEW QUESTION # 211

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm_deleted]] in Marketing Cloud Account Engagement. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?

- A. Segmentation rule
- B. Engagement studio
- C. Automation rule
- D. Dynamic list

Answer: C

NEW QUESTION # 212

A designer wants to apply LenoxSoft's styling to assets in Marketing Cloud Account Engagement. Which two assets can they control CSS styling for In Marketing Cloud Account Engagement?

Choose 2 answers

- A. Social posts
- B. Forms
- C. Landing pages
- D. Form handlers

Answer: B,C

Explanation:

A designer can control the CSS styling for two assets in Marketing Cloud Account Engagement: landing pages and forms. Landing pages are web pages that capture visitor information and generate leads. Forms are web forms that collect visitor information and convert them to prospects. Both landing pages and forms can be customized with CSS to match the branding and design of LenoxSoft. Form handlers and social posts are not assets that can be controlled by CSS in Marketing Cloud Account Engagement. Form handlers are connectors that allow Marketing Cloud Account Engagement to use external forms on your website. Social posts are messages that can be sent to your social media accounts from Marketing Cloud Account Engagement. Reference Customize Landing Pages with CSS Customize Forms with CSS

NEW QUESTION # 213

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Implement a blended lead scoring and grading system
- B. Automatically assign all leads to sales reps in a round-robin system
- C. Add more landing pages and forms to your site to increase the number of conversion opportunities.
- D. Only pass on leads that are very active on your site no matter the company profile.

Answer: A

Explanation:

According to the Salesforce documentation, the advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales is: B) Implement a blended lead scoring and grading system. A lead scoring and grading system is a feature that allows users to measure and qualify the prospects based on their level of interest and fit for the business. A lead scoring and grading system can help users to prioritize and segment the prospects, and to pass the most qualified leads from marketing to sales. A lead scoring and grading system consists of two components: scoring and grading. Scoring is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. Scoring can be done automatically by the default scoring model in Marketing Cloud Account Engagement, or manually by customizing the scoring rules. Grading is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. Grading can be done manually by creating profiles and matching them with the prospect's information. By implementing a blended lead scoring and grading system, the client can increase the quality of leads that are being passed from marketing to sales, as they can identify the prospects who have both a

high score and a high grade, meaning that they are both interested and suitable for the business. Only passing on leads that are very active on the site no matter the company profile, automatically assigning all leads to sales reps in a round-robin system, or adding more landing pages and forms to the site to increase the number of conversion opportunities are not the best advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales, as they are either ineffective, inefficient, or irrelevant ways of qualifying and prioritizing the leads. Reference: Salesforce documentation

NEW QUESTION # 214

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form Handler
- B. Form

Answer: B

Explanation:

Marketing Cloud Account Engagement forms are the best option if you need data de-duplication in the CRM, such as Salesforce. Marketing Cloud Account Engagement forms can automatically match and update existing records in the CRM based on the email address or other unique identifiers. Marketing Cloud Account Engagement forms can also create new records in the CRM if the prospect does not exist yet. Form handlers, on the other hand, do not have this functionality, and may create duplicate records in the CRM if the prospect already exists.

NEW QUESTION # 215

If a form is added to a landing page, where will the submissions be reported?

- A. On the form's layout template
- B. On the landing page
- C. On the landing page's layout template
- D. On the form

Answer: D

Explanation:

If a form is added to a landing page, the submissions will be reported on the form. A form is a web element that allows you to collect information from your prospects, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When a prospect submits a form on a landing page, the submission data will be recorded on the form report, which shows you the number of views, submissions, errors, and conversion rate of your form.

NEW QUESTION # 216

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