

# Hot Valid MC-101 Exam Sample Free PDF | Latest MC-101 Real Dump: Salesforce Certified Marketing Cloud Engagement Foundations

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**Instructions:**  
Read each question carefully and choose the letter of the best answer. Write your answers clearly on your answer sheet. You may use a separate sheet if necessary. Manage your time well and review your answers before submitting. Good luck!

1. Who is known as the "Father of the Philippine Revolution" and the founder of the Katipunan?  
A. Emilio Aguinaldo  
B. Jose Rizal  
C. Andres Bonifacio  
D. Apolinario Mabini

2. Which natural disaster occurs when there is a sudden shaking of the ground caused by movements along faults or volcanic activity?  
A. Tsunami  
B. Earthquake  
C. Typhoon  
D. Landslide

3. What government agency in the Philippines is responsible for monitoring weather conditions and issuing storm warnings?  
A. MMDA  
B. DOST  
C. PAGASA  
D. DOH

4. Which principle in the Philippine Constitution promotes fairness and equal rights, especially for the marginalized sectors of society?  
A. Sovereignty  
B. Rule of Law  
C. Social Justice  
D. Nationalism

5. Who is the "Brains of the Katipunan" and the author of the "Kartilya ng Katipunan"?  
A. Gregorio del Pilar  
B. Emilio Jacinto  
C. Marcelo H. del Pilar  
D. Pio Valenzuela

6. Si Emilio Aguinaldo ay unang naging pangulo ng Pilipinas noong:  
A. Hunyo 12, 1898  
B. Hulyo 4, 1946  
C. Agosto 30, 1896  
D. Disyembre 30, 1896

7. What is the area of a triangle with a base of 10 cm and height of 6 cm?  
A. 60 cm<sup>2</sup>  
B. 30 cm<sup>2</sup>  
C. 16 cm<sup>2</sup>  
D. 36 cm<sup>2</sup>

8. Ang pinakamalaking bulkan sa Pilipinas ayon sa lawak ay ang:  
A. Mayon  
B. Taal  
C. Apo  
D. Kanlaon

9. What is the value of 15% of 200?  
A. 25  
B. 30  
C. 35

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### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q76-Q81):

#### NEW QUESTION # 76

Management at Cloud Kicks wants to engage customers who have redeemed promotion codes on its website.

The associate set up a data extension so that Subscriber Key is the primary key. However, the associate notices that customers who have redeemed more than one promotion code only have one record added into the data extension.

What should the associate change to allow more than one record per subscriber key?

- A. Assign new subscriber keys to each promotion code redemption.
- B. Assign the email address as the primary key.
- C. Assign the promotion code field as a second primary key.

**Answer: C**

Explanation:

To allow more than one record per subscriber key, especially for customers who have redeemed more than one promotion code, the associate should assign the promotion code field as a second primary key. This creates a composite primary key consisting of the Subscriber Key and the Promotion Code field. With this configuration, each record is uniquely identified by the combination of the subscriber key and the promotion code, allowing multiple records for the same subscriber as long as the promotion codes are different.

#### NEW QUESTION # 77

Cloud Kicks is participating in an event partnering with athletic leagues and other sports retailers. The marketing team would like to collect consent to email attendees after the event.

What is the best practice to collect consent?

- A. Obtain handwritten submissions at the booth.
- B. Email everyone from the attendance list.
- C. Provide a digital form or QR code at the booth.

**Answer: C**

Explanation:

The best practice for collecting consent to email event attendees, particularly in a setting such as an event partnering with athletic leagues and other sports retailers, is to provide a digital form or QR code at the booth.

This approach enables attendees to easily and quickly provide their consent to receive communications, including their email addresses and any other necessary information, directly from their mobile devices.

Using a digital form or QR code not only streamlines the consent collection process but also ensures accuracy and efficiency in capturing attendee information. It also aligns with best practices in data collection and consent management, ensuring that consent is obtained in a clear and unambiguous manner.

References: Best practices in event marketing and consent collection emphasize the importance of making the process as accessible and straightforward as possible for attendees, often recommending digital solutions like forms or QR codes to enhance user experience and compliance.

#### NEW QUESTION # 78

A marketing associate needs to import a CSV file into a data extension.

Which delimiter should the associate select to correctly import this file type?

- A. Comma
- B. Pipe

- C. Tab

**Answer: A**

Explanation:

For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.

When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

#### **NEW QUESTION # 79**

The marketing team at Cloud Kicks is reusing an email with updated copy.

How will sending the proof with "Track Clicks" unchecked in Test and Preview allow the team to validate links?

- A. URLs must be clicked to verify.
- **B. URLs can be viewed directly in the email.**
- C. URLs will be loaded into a report for the email.

**Answer: B**

Explanation:

When sending a proof email in Salesforce Marketing Cloud with "Track Clicks" unchecked, the URLs in the email appear as they are, rather than being modified by tracking parameters. This allows the marketing team to visually inspect the URLs directly within the email without needing to click through them. Disabling click tracking simplifies the review process by displaying the exact URLs as they would appear in the final email.

\* Purpose of Unchecking "Track Clicks": This is commonly done to avoid generating tracking parameters in URLs, which could clutter the validation process and create confusion when reviewing or testing the email.

\* Salesforce Documentation Reference: For more information on sending proofs and tracking options, refer to Salesforce Marketing Cloud Documentation on Email Studio Testing.

#### **NEW QUESTION # 80**

A marketing associate at Cloud Kicks wants to show different rule-based variations of content in an email based on a subscriber's interest.

Which content block should the associate use to create this content?

- A. A/B Test Content Block
- B. Reference Content Block
- **C. Dynamic Content Block**

**Answer: C**

Explanation:

For a marketing associate at Cloud Kicks who wants to display different variations of content in an email based on a subscriber's interest, the Dynamic Content Block is the ideal tool. Dynamic Content Blocks in Salesforce Marketing Cloud allow marketers to create rule-based content variations within an email, where the content displayed to a recipient changes based on specific criteria related to the recipient's attributes or behaviors, such as their interests.

This capability enables the creation of highly personalized and relevant email experiences, as the content each subscriber sees can be tailored to their specific preferences or actions, enhancing engagement and effectiveness.

References: Salesforce Marketing Cloud documentation on Content Builder includes detailed instructions on using Dynamic Content Blocks, outlining how to set up rules and conditions for displaying content variations within emails.

#### **NEW QUESTION # 81**

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