

# MKT-101 Exam Guide Materials | MKT-101 Certification Exam Cost

**MID-FIRST TERM TEST 1**

**I. LISTENING: (2.5pts)**  
**PART 1:** For questions 1-5, listen to a talk show. Choose the best option A, B, C or D. You will hear the conversation twice.  
**Question 1.** The guest of the show is \_\_\_\_\_  
A. Quang Hung      B. Lan Huong      C. Van Cao      D. Quan Ca  
**Question 2.** Quang Hung likes \_\_\_\_\_ musicians.  
A. Vietnamese      B. Russian      C. French      D. Chinese  
**Question 3.** Quang Hung thinks some of Van Cao's music is \_\_\_\_\_.  
A. great and loud      B. hard and solemn      C. proud and lyrical      D. sweet and gentle  
**Question 4.** "Tien Quan Ca", the Vietnam National Anthem, was written in \_\_\_\_\_.  
A. 1954      B. 1914      C. 1944      D. 1940  
**Question 5.** The name of the show is \_\_\_\_\_.  
A. My favorite song      B. My favorite musician      C. My favorite singer      D. My favorite actor  
**PART 2:** For questions 6-10, listen to a passage about a forest fire and decide whether the following statements are True (T) or False (F). You will hear the passage twice.  
**Question 6.** It's an pleasant thing to see a great forest fire.  
**Question 7.** In late summer, fire is the greatest danger to forests, and sometimes people are allowed to go into them.  
**Question 8.** A campfire near a heap of leaves may easily cause a forest fire.  
**Question 9.** A forest fire destroys valuable wood, wildlife and good soil.  
**Question 10.** All of us must care for our great forests and save them from fire.  
**II. LANGUAGE: (2.5pts)**  
**PART 1:** Mark the letter A, B, C or D on your answer sheet to indicate the word that differs from the other three in the position of primary stress in each of the following questions.  
**Question 11.** A. housework      B. litter      C. perform      D. single  
**Question 12.** A. common      B. confuse      C. award      D. expect  
**PART 2:** Mark the letter A, B, C or D on your answer sheet to indicate the correct answer to each of the following questions.  
**Question 13.** My wife handles most of the chores around house. She is a .....  
A. homemaker      B. employer      C. breadwinner      D. assistant  
**Question 14.** Both students and local people will take part \_\_\_\_\_ the event.  
A. of      B. about      C. in      D. to  
**Question 15.** A \_\_\_\_\_ is a person who decides on the results of a competition.  
A. audience      B. participant      C. artist      D. judge  
**Question 16.** Nowadays, almost every family has to share the housework because all the members have their own \_\_\_\_\_ along the day.  
A. responsible      B. responsibility      C. responsibly      D. response  
**Question 17.** To Hoa, her father is the greatest person in the world and he always \_\_\_\_\_ her.  
A. take responsibility      B. make a decision      C. take up      D. set a good example for  
**Question 18.** The teacher asked all her students \_\_\_\_\_ the music performance.  
A. attend      B. attending      C. attended      D. to attend  
**Question 19.** I think that she \_\_\_\_\_ the final exam.  
A. will pass      B. is going to pass      C. passes      D. is passing  
**Question 20.** Mark the letter A, B, C or D to indicate the word CLOSEST in meaning to the underlined word in the following question.  
We may help to control global warming by reducing carbon footprints in our homes.  
A. putting up with      B. getting down to      C. cutting down on      D. going back to  
**III. READING : (2.5pts)**  
**PART 1:** Read the following passage carefully and then choose the best option to fit each numbered blank (from 21 to 25).  
A recent study shows that an unequal share of household chores is still the norm in many households, (21) \_\_\_\_\_ the fact that many more women now have jobs. In a survey of 1,256 people ages between 18 and 65, men said they contributed an average of 37 per cent of the total housework, while the women (22) \_\_\_\_\_ their share to be nearly double that, at 70 per cent. This ratio was not affected by whether the woman (23) \_\_\_\_\_ or not. When they were asked what they thought was a fair division of labour, women with jobs felt that housework should be shared equally between male and female partners. Women (24) \_\_\_\_\_ did not work outside the home were satisfied to perform 80 per cent - the majority of housework - if their husbands did the (25) \_\_\_\_\_. Research has shown that if levels increase beyond these percentages, women become unhappy and anxious, and feel they are unimportant.  
**Question 21.** A. although      B. despite      C. because of      D. because  
**Question 22.** A. guessed      B. judged      C. estimated      D. valued  
**Question 23.** A. was working      B. worked      C. works      D. work  
**Question 24.** A. which      B. who      C. what      D. why

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content of the Salesforce MKT-101 examination.

## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q59-Q64):

### NEW QUESTION # 59

A user receives a message stating that there is an error binding data bound member when testing an Entry Event in Journey Builder. What can a user do to ensure that contacts enter this interaction successfully based on the error message?

Choose 2 answers

- A. Select a source DE with a root relationship to the contact.
- B. Import new subscribers to the All Subscribers table.
- C. Fire the event in both Automation Studio and the Entry Event.
- D. Make sure the contact is above the High Water Mark on the source data.

Answer: A,D

### NEW QUESTION # 60

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey. Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The entry sources data extension has a primary key and subscriber key.
- B. The Update Contact Activity Is used to make status updates.
- C. The Update Contact Activity is used to make status updates.

Answer: C

### NEW QUESTION # 61

What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

- A. Test Send
- B. Send Flow
- C. Preview and test
- D. List Detective

Answer: C

### NEW QUESTION # 62

Northern Trail Outfitters want to use the Out-of-the-Box (OOTB) Preference Center to allow the customers to manage their subscribers and have them updated Salesforce CRM using Marketing Cloud Connect.

Which two considerations should be made before implementing this solution? (Choose 2 answers)

- A. The OOTB Connector cannot update Salesforce Sales Cloud Directly
- B. Contacts first added to all subscribers via Salesforce Entry Event in Journey Builder would not update.
- C. The OOTB Preference Center does not support Person Account
- D. Multi-Org Connector does not support the OOTB Preference Center

Answer: A,C

### NEW QUESTION # 63

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. File Transfer
- B. Import File
- C. Fire Event

**Answer: A**

## NEW QUESTION # 64

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