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MC 101 Tests

Test 1

The four levels of communication

Intrapersonal - one to self

Interpersonal - one to one

Public speaking - one to a group

Mass communication - one to many

Media literacy people's understanding of what the media are, how they operate, what messages they are delivering, what roles they play in society, and how audience members respond to media messages

Four basic perspectives or dimensions of media literacy (identified by: potter)

Cognitive - deals with the ability to intellectually process the information being communicated by the media

Emotional - covers the feelings created by media messages

Aesthetic - involves interpreting media content from an artistic or critical point of view

Moral - consists of examining the values of the medium or the message

Models of Mass Communication

Transmission model (SMCR) - portrays mass communication as a largely one-directional flow of messages from the sender to the receiver, rather than as a complex interaction where senders and receivers are constantly changing places - it does however, lay out the key elements in mass communication

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Whereas the Salesforce MC-101 web-based version of our practice test is compatible with iOS, Android, Windows, Linux, and Mac. Additionally, you can take the Salesforce MC-101 web-based practice test online using Chrome, Firefox, Safari, MS Edge, Internet Explorer or any other popular browser.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.

Topic 3	<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 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"> • 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.

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2026 Latest MC-101 Test Sample - Trustable Salesforce Salesforce Certified Marketing Cloud Engagement Foundations - Exam MC-101 Labs

It is similar to the MC-101 desktop-based software, with all the elements of the desktop practice exam. This mock exam can be accessed from any browser and does not require installation. The Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) questions in the mock test are the same as those in the real exam. And candidates will be able to take the web-based Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) practice test immediately through any operating system and browsers.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q117-Q122):

NEW QUESTION # 117

A sales representative raised a concern that a customer did not receive certain emails that should have been sent as part of the new product purchase journey.

Where should a marketing associate look in Journey Builder to investigate the issue?

- A. Send Logs
- B. Send Tracking
- C. Journey History

Answer: C

Explanation:

Journey History in Salesforce Marketing Cloud's Journey Builder provides a record of each contact's journey, including details about which steps they have completed and where any issues might have occurred. By reviewing Journey History, the marketing associate can investigate whether the emails were sent, and if not, identify any errors or skips.

* Benefits of Journey History: It allows for a granular look at each customer's interaction with the journey and can help troubleshoot any issues related to delivery or content processing within the journey.

* Salesforce Documentation Reference: For more information, see Journey Builder History Overview.

NEW QUESTION # 118

The marketing team at Cloud Kicks wants to easily report the average open rate across all email sends from journeys this month. What should a marketing associate use to retrieve this information?

- A. Analytics Builder Reports
- B. Intelligence Reports Email Dashboard

- C. Journey Analytics in Journey Builder

Answer: A

Explanation:

To easily report the average open rate across all email sends from journeys within a specific timeframe, such as a month, a marketing associate at Cloud Kicks should utilize Analytics Builder Reports in Salesforce Marketing Cloud. Analytics Builder offers a suite of reporting and analysis tools, including pre-built and customizable reports that can aggregate performance metrics across multiple sends and journeys.

By accessing and configuring the appropriate reports within Analytics Builder, the associate can compile and analyze email engagement metrics, such as open rates, to gain insights into the overall performance of their email marketing efforts over the designated period.

References: Salesforce Marketing Cloud's Analytics Builder documentation provides comprehensive information on the range of available reports and analytics tools, including instructions on how to access and customize reports to meet specific reporting needs, such as tracking average open rates across journeys.

NEW QUESTION # 119

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 # 120

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- A. All Contacts and All Subscribers are included on one list and cannot be separated.
- B. All Contacts and All Subscribers are two separate lists with no overlap.
- C. All Contacts are included on All Subscribers once messaged via email.

Answer: C

Explanation:

In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.

This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.

References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their

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