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MA 2nd Semester Examination, 2022

Subject – Mass Communication

Paper MC 201

Full marks - 40

Time- Two hours

Answer any four questions from the following:

10 X 4 = 40

- 1) Elucidate the role of UNESCO in the international establishment of Communication as Human Rights with special reference to 1948 declaration? 4 - 6 = 10
- 2) Critically examine the interdependence between media imperialism and cultural imperialism mentioning the role played by international media conglomerates. 10
- 3) Write short notes on: 5 x 2 = 10
 - a) NANAP
 - b) NET COLONIALISM
- 4) Discuss the relevance and importance of McBride Commission and its report in addressing and resolving issues of global communication system. 10
- 5) Briefly point out the contribution of global news agencies to the 'imbalance in global news flow- Qualitative and Quantitative'. 10
- 6) Elucidate the effects of contemporary ICT in changing the global communication trends with suitable examples. 10
- 7) What is NWICO? Discuss the importance and backdrop of NWICO. 10

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There is a high demand for Salesforce Certified Marketing Cloud Account Engagement Specialist certification, therefore there is an increase in the number of Salesforce MC-201 exam candidates. Many resources are available on the internet to prepare for the Salesforce Certified Marketing Cloud Account Engagement Specialist exam. Exams4sures is one of the best certification exam preparation material providers where you can find newly released Salesforce MC-201 Dumps for your exam preparation.

Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q248-Q253):

NEW QUESTION # 248

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Marketing Cloud Account Engagement marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- A. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- B. Create a segmentation list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.
- C. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- D. Create a dynamic list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects

Answer: A

Explanation:

The best way to design an engagement program focused on providing exclusive offers and content to re-engage prospects is to create a dynamic list and add it as the recipient list to an engagement program. A dynamic list is a list that automatically populates with prospects who match the criteria you set. An engagement program is a program that allows you to send automated emails to prospects based on their behavior and preferences. LenoxSoft can create a dynamic list that matches prospects who have not been active on their website for more than 180 days, and add it as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

NEW QUESTION # 249

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
- B. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.
- C. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
- D. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.

Answer: B

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process. Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity.

Reference: 4: Opportunity Contact Roles

NEW QUESTION # 250

Identify the differences between default and custom roles.

- A. Default roles are included with Marketing Cloud Account Engagement
- B. Default roles can be deleted
- C. Custom roles can be created from a default role
- D. Default roles are included with Marketing Cloud Account Engagement
- E. Custom roles can be edited
- F. Custom Roles can be created from scratch
- G. Default roles can be edited

Answer: A,C,E,F

Explanation:

Default roles are included with Marketing Cloud Account Engagement and cannot be edited or deleted². Custom roles can be edited and deleted, and can be created from scratch or from a default role². Custom roles allow you to customize the access and permissions for different types of users in your organization²

NEW QUESTION # 251

What would a hard bounce refer to on an email sending report?

- A. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable
- B. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- **C. An email that permanently bounced back to the sender because the address is invalid.**
- D. An email that is recognized, but returned to the sender because the recipient's mailbox is full.

Answer: C

Explanation:

A hard bounce refers to an email that permanently bounced back to the sender because the address is invalid. A hard bounce occurs when the prospect's email address is incorrect, the domain name does not exist, or the sender is suspected as spam and/or has been blocked⁷. Marketing Cloud Account Engagement marks prospects with hard bounces as undeliverable and prevents any further email sends to them⁸. A hard bounce is different from a soft bounce, which is a temporary delivery failure due to reasons such as a full mailbox, a server outage, or a message size limit⁹. Marketing Cloud Account Engagement retries sending emails to prospects with soft bounces until they are delivered or until they reach five soft bounces, after which they are marked as undeliverable

NEW QUESTION # 252

What does the Data.com connector allow you to do?

- **A. Quickly jump into the Data.com results for a prospect or their company**
- B. Connect with your meeting software
- C. Sync all your prospects to Salesforce

Answer: A

Explanation:

The Data.com connector allows you to quickly jump into the Data.com results for a prospect or their company. This feature enables you to access additional information and insights about your prospects and accounts from Data.com, such as industry, revenue, employee count, contact details and more. The Data.com connector does not sync your prospects to Salesforce, connect with your meeting software or do anything else.

NEW QUESTION # 253

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