

# Valid AP-214 Exam Experience | AP-214 Practice Mock

  
REPUBLIC OF BOTSWANA  
MINISTRY OF EDUCATION AND SKILLS DEVELOPMENT

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**MATHEMATICS**  
**PAPER 2**  
**JULY/AUGUST 2024**  
**MARKS: 75**

**0563/02**  
**MOCK EXAMINATION 2024**  
**TIME: 2 HOURS**

**INSTRUCTIONS:**

- WRITE YOUR ANSWERS IN THE PAPER PROVIDED FOR YOU
- ALL YOUR WORKING MUST BE CLEARLY SHOWN
- THE TOTAL MARKS OF THE PAPER IS 75
- ELECTRONICAL CALCULATORS ARE ALLOWED IN THIS PAPER
- IF THE DEGREE OF ACCURACY IS NOT SPECIFIED THE ANSWER MUST BE WRITTEN TO 3 SIGNIFICANT FIGURES
- ANSWER ALL QUESTIONS

**THE DOCUMENT HAS 13 PRINTED PAGES AND 17 QUESTIONS**

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## Salesforce Marketing Cloud Advanced Cross Channel Accredited

## Professional Sample Questions (Q31-Q36):

### NEW QUESTION # 31

What two options are needed when configuring a decision split using Attribute-to-Attribute comparison?

- A. An expression builder references Journey Data and Journey Filtered : activities
- B. An expression builder references Journey Data and Contact Data.
- C. Nullable fields to be used for comparing your Journey Data and Contact Data fields
- D. Non-nullable fields to be used for comparing your Journey Data and Contact Data fields

**Answer: B,D**

### NEW QUESTION # 32

Which three types of recommendations are supported by Einstein Web Recommendations?

Choose 3 answers

- A. Banner
- B. Product
- C. Brower
- D. Operating System
- E. Content

**Answer: A,B,E**

### NEW QUESTION # 33

How does Send Time Optimization (STO) help marketers optimize their marketing campaigns?

- A. STO predicts the best time to send a message for each contact through Journey Builder
- B. STO analyzes the best time to send a scheduled batch send from Email Studio based on the content in the email
- C. STO uses all commercial and transactional send data to determine trends in message engagement and optimize sends
- D. STO can help send SMS messages at the time individuals are most likely to engage with the message

**Answer: A**

### NEW QUESTION # 34

Decision split using contact data not working, myorders DE with 1 to many relationship configured in attribute group. What questions you need to ask to troubleshoot. Select multiple

- A. Are u using attribute to attribute comparison.
- B. Are there any eligible matching orders for that particular contact
- C. Is there any spelling mistake in your contact attributes.

**Answer: A**

### NEW QUESTION # 35

how many activities recommended in a journey canvas.(150-200)

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: A**

## NEW QUESTION # 36

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