

# Hot Practice MCE-Dev-201 Exam Online Free PDF | Efficient Reliable MCE-Dev-201 Exam Book: Salesforce Certified Marketing Cloud Engagement Developer

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**MECHANICAL ENGINEERING**

**PAPER - I**  
**SECTION A**

1. Answer any four of the following (each answer should conform to a limit of around 150 words).

(a) Mention the conditions required for a two mass system to be dynamically equivalent to a rigid mechanical component. Why sometimes is a hypothetical correction couple applied on the two mass system to make it dynamically equivalent to a rigid body? In the motion of centre of percussion of a compound pendulum from its centre of gravity, what is the significance of the concept of centre of percussion for a batsman playing a cricket? (6 + 4 = 10)

(b) What is meant by hunting of governor? Explain briefly the causes of its occurrence. Justify with reasons, whether it is more severe in case of unijet, governor or isochronous governor (10)

(c) (i) A connecting rod in I.C. engine is designed as a column, with an I-section. Designers take moment of inertia of the cross-section about one axis equal to 4 times that taken about the perpendicular axis. Why? (6 + 4 = 10)

(ii) Why is it considered that the hollow shaft under torsion is lighter than a solid one, if other parameters are the same? (6 + 4 = 10)

(d) (i) Draw a Mohr's circle of stress for a round bar which is shrunk fit by a hub, with brief explanation. (5 + 5 = 10)

(ii) A cantilever is loaded and the bending moment diagram is rectangular as shown in Figure. What will be the shape of the shear force diagram? (5 + 5 = 10)



(e) With reference to Figure, neglect the weight of the bar and stopper. A load  $W$  is dropped from a height  $h$ . Given  $W = 1.0 \text{ kN}$ , area of cross-section of the bar =  $20 \text{ mm}^2$ . Find the instantaneous stress developed in the bar when the weight  $W$  is dropped from a height  $h = 0$ . (10)



2. (a) A machine weighing 68 N is mounted on a set of springs, whose equivalent spring stiffness,  $K = 1070 \text{ N/cm}$  and damping factor,  $\zeta = 0.2$  arranged vertically on a rigid foundation. A piston within the machine weighing 2.0 N has a vertical reciprocating motion, with a stroke of 8.0 cm and a crank shaft with a speed of 3000 rpm. Assuming the motion to be simple harmonic, determine:

(i) The amplitude of vibration in the vertical direction of the machine. (5)

(ii) The transmissibility ratio and the force transmitted to the foundation. The phase lag between the transmitted force and the exciting force. (15)

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## Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Management: This domain covers importing data with various file formats writing SQL queries for data manipulation extracting data from Marketing Cloud applying SQL best practices managing send logs and understanding data impacts from contact deletion.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Programmatic Languages: This domain focuses on coding with AMPscript and Server-Side JavaScript including language syntax functions processing methods development best practices and programmatic subscriber exclusion during sends.</li></ul>

Topic 4	<ul style="list-style-type: none"> <li>• Data Modeling: This domain covers structuring contact and subscriber data in Marketing Cloud including configuring the contact model understanding data extension types and uses managing contact records across channels and the contact deletion process.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• API: This domain addresses interacting with Marketing Cloud through SOAP and REST APIs including API objects methods routes OAuth authentication flows with access tokens and handling API responses.</li> </ul>

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### Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q12-Q17):

#### NEW QUESTION # 12

NTO is reconsidering the requirement to have English, Spanish and French versions of their email campaigns.

They request a developer to create a query which aggregates clicks grouped by language of the recipient.

Language is stored in a Profile Attribute. Which two Data Views would be included in the query? Choose 2 answer

- A. Click
- B. Subscribers
- C. Subscribers
- D. AllSubscribers

**Answer: A,C**

Explanation:

To create a query that aggregates clicks grouped by the language of the recipient, the developer needs to use Data Views that store subscriber and click information. The required Data Views are:

- \* Subscribers (A) - This Data View contains information about subscribers, including their profile attributes such as language.
- \* Click (D) - This Data View contains information about click events for email messages, which can be used to aggregate clicks.

The query would join these Data Views on a common identifier (e.g., SubscriberKey) and group the results by the language attribute.

References:

Salesforce Marketing Cloud Data Views

SQL Reference Guide

#### NEW QUESTION # 13

A developer is implementing a custom profile center and using the LogUnsubEvent request. Which parameter is required for the event to be tied to the appropriate send?

- A. Unsub Reason
- B. ListID
- C. JobID
- D. SubscriberKey

**Answer: C**

#### Explanation:

The JobID parameter is required for the LogUnsubEvent request to be tied to the appropriate send. The JobID uniquely identifies the email job that was sent, allowing the system to accurately log the unsubscribe event for that specific send.

\* JobID: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

[Salesforce LogUnsubEvent Documentation](#)

#### NEW QUESTION # 14

Customer data has been imported into a staging data extension and needs to be normalized before adding into the master data extension. A text field named 'birthday' contains date values in various formats. Some of the values are valid dates, but some are not. Which SQL keywords and functions could be used to write the query? Choose 2 answers

- A. WHERE, ISDATE, CONVERT
- B. UPDATE, ISDATE, CONVERT
- C. CASE, ISDATE, CONVERT
- D. CASE, ISDATE, CAST

**Answer: C,D**

#### Explanation:

To normalize customer data in a staging data extension where a text field named 'birthday' contains date values in various formats, the developer can use the following SQL keywords and functions:

\* CASE, ISDATE, CONVERT (A) - These functions can be used to handle different date formats and convert them into a consistent format.

\* CASE, ISDATE, CAST (C) - Similar to the above, CAST can be used to convert text to date format if ISDATE returns true.

Example SQL query:

```
SELECT CASE WHEN ISDATE(birthday) = 1 THEN CONVERT(DATE, birthday) ELSE NULL END AS normalized_birthday
FROM StagingDataExtension References:
```

[Salesforce Marketing Cloud SQL Reference](#)

[SQL CASE and ISDATE Functions](#)

#### NEW QUESTION # 15

Which SSJS library can be used in landing pages? Choose 1.

- A. Core
- B. Both
- C. None
- D. Platform

**Answer: B**

#### NEW QUESTION # 16

A developer created an email with AMPscript variable as the subject line. The subject line variable was recently updated, but when testing the email, the wrong subject line continues to appear in the inbox. The developer thinks another, outdated, subject line variable is declared within the email. Where could the outdated variable be located?

- A. In the HTML body which is processed after the subject line
- B. In the Text body which is processed after the HTML body
- C. In the HTML body which is processed after the Text body
- D. In the Text body which is processed after the subject line

**Answer: A**

#### Explanation:

The outdated subject line variable could be located in the HTML body which is processed after the subject line (D). This is because AMPscript variables declared in the HTML body can affect the overall email content, including the subject line, and if not updated, they can cause discrepancies in the displayed subject line.

References:

[Salesforce Marketing Cloud AMPscript Guide](#)

## NEW QUESTION # 17

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