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MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____"

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q100-Q105):

NEW QUESTION # 100

Every day at 3 a.m., Northern Trail Outfitter' (NTO) data lake instance starts generating a file that contains all records that should be sent one email or another for the next day's marketing campaigns. The size of the file varies depending on the previous day's tracking activity. As soon as the file is generated, NTO wants to import the data, segment the data, and then execute the daily sends. What end-to-end process should deliver this efficiently?

- A. Scheduled Automation > File Transfer > Import > Series of Query Activities
- **B. Scheduled Automation > Import Activity > Series of Query Activities > Series of Sends**
- C. Triggered Automation > Import Activity > Series of Query Activities > Series of Sends
- D. Triggered Automation > Import > Data Extension Extract > Marketing Journey

Answer: B

NEW QUESTION # 101

Northern Trail Outfitters (NTO) wants to send out three emails in Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending. How should the automation workflow be built to accomplish this?

- **A. Add each Send Email activity to a single step in an automation.**
- B. Include a Verification activity between each step of an automation.
- C. Add each Send Email activity to different steps in an automation.

Answer: A

NEW QUESTION # 102

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources. What should NTO do to create and send localized content at scale?

- **A. Leverage Multilingual Content Blocks.**
- B. Leverage templates with AMPscript.
- C. Leverage Enhanced Dynamic Content.

Answer: A

NEW QUESTION # 103

Northern Trail Outfitters maintains their primary customer identity in their ERP system but manages their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.

What consideration should be made before implementing this solution?

- A. The number of contacts added to the instance will be approximately twice as large by using this integration pattern.
- B. Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
- **C. They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.**
- D. Moving to use the email address as the contact key would simplify the integration since it is common to both systems.

Answer: C

NEW QUESTION # 104

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC has been live for a year now, where the primary key for records has been the Email Address.

Which two options would prevent the customer from duplicating records? Choose 2 answers

- A. Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.
- B. Get existing records updated with new Keys sourced from Sales Cloud instance;
- C. Purge the current records and carries on with new keys sourced from Sales Cloud
- D. Upload CSV with Migrated Subscriber Keys to All Subscribers.

Answer: A,B

Explanation:

Two options that would prevent the customer from duplicating records when implementing a Sales Cloud instance are:

Get existing records updated with new Keys sourced from Sales Cloud instance. This option will allow the customer to update their existing records in Marketing Cloud with new keys that match their Sales Cloud records, such as Contact ID or Lead ID. This will ensure data consistency and avoid duplication across both systems.

Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address. This option will allow the customer to continue using Email Address as their primary key in Marketing Cloud, and rely on Marketing Cloud Contact Models to dedupe keys by Email Address when syncing data from Sales Cloud. This will ensure data accuracy and avoid duplication within Marketing Cloud.

Uploading CSV with Migrated Subscriber Keys to All Subscribers will not prevent duplication, as it will create new records in Marketing Cloud with different keys than the existing records. Purging the current records and carrying on with new keys sourced from Sales Cloud will result in data loss and potential compliance issues. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5

NEW QUESTION # 105

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