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MC 101 Tests

Test 3

Chapter 7

The development of movies

Thomas Edison - credited with developing the American motion picture industry; one of several scientists and engineers who created the new medium of film

Etienne-Jules Marey and Eadweard Muybridge - both worked on motion in film

Auguste-Marie and Louis-Jean Lumière - created a cinematographe (portable movie camera that could also be used as a projector)

Edwin S. Porter - created one of the first movies in the US created *The Great Train Robbery*

The Great Train Robbery - first movie with multiple scenes and a plot

D. W. Griffith - created epic films that captured the entire nations imagination; produced films that lasted an hour or more (*The Birth of a Nation*)

The Studio System

Studio System - factory like process to produce movies

Block bookings - distribution; theater owners were required to book a whole series of movies to get a few desirable films

United Artists - acquired and distributing movies after independent film producers had completed them; founded to distribute films and provide financing; lost entire cost of production in 1981 (*Heaven's Gate*)

Synchronized soundtrack - sounds are synchronized with pictures in a movie

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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"> 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 3 | <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 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. |

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q111-Q116):

NEW QUESTION # 111

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.
- B. Use Roles & Permissions to set modify and delete permissions for key data extensions.
- C. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.

Answer: B

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

NEW QUESTION # 112

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.

What should an associate recommend?

- A. Enable content tags.
- B. Organize folders alphabetically.
- C. Create custom folder permissions.

Answer: A

Explanation:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

NEW QUESTION # 113

The marketing team at Cloud Kicks is reusing an email with updated copy.

How will sending the proof with "Track Clicks" unchecked in Test and Preview allow the team to validate links?

- A. URLs must be clicked to verify.
- B. URLs can be viewed directly in the email.
- C. URLs will be loaded into a report for the email.

Answer: B

Explanation:

When sending a proof email in Salesforce Marketing Cloud with "Track Clicks" unchecked, the URLs in the email appear as they are, rather than being modified by tracking parameters. This allows the marketing team to visually inspect the URLs directly within the email without needing to click through them. Disabling click tracking simplifies the review process by displaying the exact URLs as they would appear in the final email.

* Purpose of Unchecking "Track Clicks": This is commonly done to avoid generating tracking parameters in URLs, which could clutter the validation process and create confusion when reviewing or testing the email.

* Salesforce Documentation Reference: For more information on sending proofs and tracking options, refer to Salesforce Marketing Cloud Documentation on Email Studio Testing.

NEW QUESTION # 114

Cloud Kicks uses Marketing Cloud Engagement to launch targeted email marketing campaigns to potential and existing customers.

What does the marketing campaign need to include in the email sends to meet CAN-SPAM requirements?

- A. URL link to privacy standards
- B. Physical mailing address
- C. Transactional Send Classification

Answer: B

Explanation:

To meet CAN-SPAM Act requirements, Cloud Kicks' marketing campaigns must include the sender's valid physical postal address in every email send. This requirement is part of the regulations aimed at providing transparency and accountability in email marketing, allowing recipients to know who is communicating with them and how they can stop receiving unwanted emails if they choose to.

Including a physical mailing address in emails not only complies with legal requirements but also helps build trust with recipients by ensuring that the business is established and reachable. This detail is typically included in the footer of the email, alongside other compliance elements such as an unsubscribe link and a clear explanation of why the recipient is receiving the email.

References: The CAN-SPAM Act's requirements for commercial messages are outlined in detail in legal resources and compliance guides, emphasizing the importance of including a physical postal address in all marketing emails to ensure adherence to the law and promote transparency in email communications.

NEW QUESTION # 115

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

