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TEST (08/12/2025)

PART 1: LANGUAGE KNOWLEDGE

I. Match the words/ phrases with their correct definitions. Write your answers on the Answer sheet. (1pt)

data centre	command interpreter	graphical interface
backbone	cache	

1. Facility for storing large amounts of information **data centre**
2. The part of an operating system that allows the user to interact with a computer using graphic images and a cursor. -> **graphical interface**
3. The part of an operating system that processes commands that are part of a program or are input using a keyboard. -> **command interpreter**
4. It provides extremely fast access for sections of a program and its data. -> **cache**
5. The main transmission path handling the major data traffic connecting different LAN together -> **backbone**

II. Fill in the numbered blanks with the correct words/ phrases given in the box. Write your answers on the Answer sheet. (2pts)

software	devices	component	project
design	handles	core	roots
operating	program	commercial	computer

Linux has its **roots** .. (1) in a student project. In 1992, an undergraduate called Linus Torvalds was studying computer science in Helsinki, Finland. Like most computer science courses, a big **component** (2) of it was taught on (and about) Unix. Unix was the wonder operating system of the 1970s and 1980s: both a textbook example of the principles of operating system **design** (3), and sufficiently robust to be the standard OS in engineering and scientific computing. But Unix was a **commercial** (4) product (licensed by AT&T to a number of resellers), and cost more than a student could pay. Annoyed by the shortcomings of Minix (a compact Unix clone written as a teaching aid by Professor Andy Tannenbaum) Linus set out to write his own 'kernel' - the **core** (5) of an operating system that **handles** (6) memory allocation, talks to hardware **devices** (7), and makes sure everything keeps running. He used the GNU programming tools developed by Richard Stallman's Free Software Foundation, an organisation of volunteers dedicated to fulfilling Stallman's ideal of making good **software** (8) that anyone could use without paying. When he'd written a basic kernel, he released the source code to the Linux kernel on the Internet.

PART 2: LANGUAGE USE

I. Read the following passage and answer the questions briefly. Write your answers on the Answer sheet. (2.5pts)

Barcodes in the packaging of groceries will soon be replaced with radio-frequency tags that can be read at a distance and with greater reliability. As well as indicating what the product is, the data in the tags will include additional information such as the 'best before' date and even nutritional data. Now, imagine that a fridge could read these tags and keep track of the items placed there. If an item is about to exceed its 'use by' date, the fridge tells you, and you can either use it or throw it out. Fancy something different for dinner? No problem, ask the fridge to suggest some menus based on the ingredients it knows you have in stock. Or tell the fridge the menu you require and it will provide you with a shopping list of the items you don't have or order the items via email. This is the Screenfridge from Electrolux. But why 'Screenfridge'? On the door is a touch-sensitive panel or screen that provides a means of communicating with the users. For many households, life revolves around the kitchen. This is the assumption Electrolux made in designing the Screenfridge. The same screen is a messaging centre. Since the fridge is equipped with a microphone, speaker

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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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.
Topic 2	<ul style="list-style-type: none">• 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.
Topic 3	<ul style="list-style-type: none">• 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.
Topic 4	<ul style="list-style-type: none">• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.
Topic 5	<ul style="list-style-type: none">• 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.

Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q23-Q28):

NEW QUESTION # 23

A particular data extension need to be configured to store six months of data.

How should data retention be added to the data extension in Email Studio?

- A. Import a file to overwrite the rows with six months of data
- B. **Update the data extension configuration to include data retention settings.**
- C. Run a query to overwrite the rows with six months of data
- D. Create a new data extension that includes data retention settings

Answer: B

Explanation:

To configure a data extension to store data for six months, you should update the data extension configuration to include data retention settings.

* Data Retention Settings: You can configure data retention directly within the data extension settings in Email Studio to specify how long data should be retained. This ensures that data older than the specified period is automatically deleted.

* Go to Email Studio -> Subscribers -> Data Extensions.

* Select the data extension you want to configure.

* Click on "Properties".

* Under "Data Retention", set the retention period to six months and define the retention settings accordingly.

Salesforce Data Extension Retention Settings

NEW QUESTION # 24

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable caapptld. The developer does NOT want the Appointment ID to be visible to anyone using the form.

What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. **<form action="%%=CloudPagesURL(123,'apptId',@apptId)a%%" methods="post">**
- B. <input id="MapptId" type="text" value="%%=v(@apptId)a%%" hdden>
- C. <form action="%%=MicrositeURL(123,,apptId",@apptId)a%%" method="post">
- D. <input id="apptId" type="text" value="%%=v(@apptId)a%%" readonly>

Answer: A

Explanation:

To securely pass parameters between CloudPages without exposing them, use the CloudPagesURL function within a form action. This method encodes the parameters and securely posts them to the target CloudPage.

* CloudPagesURL: Encodes and includes parameters securely.

* Form Method: Using the post method ensures parameters are sent in the request body, adding another layer of security.

Salesforce CloudPagesURL Function

NEW QUESTION # 25

A developer needs to display a value which hasbeen calculated using an AMPscript block. This value is stored in the variable named 'Label'.

Which two ways should the developer display this value in the body of an email? Choose 2 answers

- A. %%-v(@Label) -%%
- B. %%@Label%%
- C. %%(Write (@Label) 1%%
- D. <ctrl:vr name=@Label />

Answer: A,B**NEW QUESTION # 26**

Certification Aid wants to add new customers to a cross-channel welcome campaign when they register on the company website. Which API should be used for this? Choose 1.

- A. Event Notification API
- B. Transactional Messaging API
- C. Personalization Builder API
- D. Journey Builder API

Answer: D

Explanation:

To add new customers to a cross-channel welcome campaign when they register on the company website, the Journey Builder API (D) should be used. This API allows you to programmatically inject contacts into a journey, triggering personalized marketing interactions across multiple channels.

References:

Salesforce Marketing Cloud Journey Builder API

Cross-Channel Campaign Management

NEW QUESTION # 27

A developer is building a landing page in Marketing Cloud and an email with a Call-To page will display personal information about the subscriber.

In which way could the developer create the CTA link?

- A. Use the AMPscript CloudPagesURLfunction.
- B. Append EmailAddress to the URL as an encoded parameter.
- C. Append SubscnberKey to the URL as an encoded parameter.

Answer: A

Explanation:

To create a Call-To-Action (CTA) link in an email that will display personal information about the subscriber on a landing page, the developer should use the AMPscript CloudPagesURL function (A). This function generates a URL for a CloudPage and can include parameters such as SubscriberKey or EmailAddress, which will be passed to the landing page securely.

Example usage:

`rectTo(@url)=%%">View Your Information`

This ensures that the SubscriberKey is securely passed to the CloudPage without exposing it directly in the URL.

References:

Salesforce Marketing Cloud AMPscript Guide: CloudPagesURL

Salesforce Marketing Cloud Documentation

NEW QUESTION # 28

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