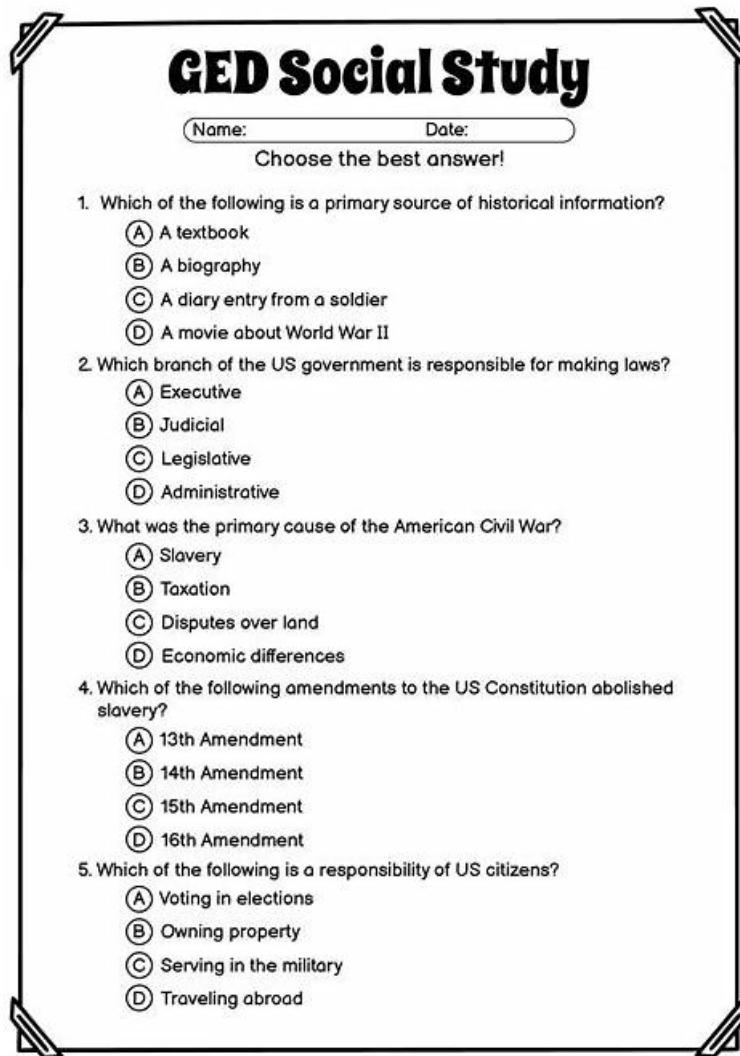


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GED Social Study

Name: _____ Date: _____

Choose the best answer!

1. Which of the following is a primary source of historical information?
(A) A textbook
(B) A biography
(C) A diary entry from a soldier
(D) A movie about World War II
2. Which branch of the US government is responsible for making laws?
(A) Executive
(B) Judicial
(C) Legislative
(D) Administrative
3. What was the primary cause of the American Civil War?
(A) Slavery
(B) Taxation
(C) Disputes over land
(D) Economic differences
4. Which of the following amendments to the US Constitution abolished slavery?
(A) 13th Amendment
(B) 14th Amendment
(C) 15th Amendment
(D) 16th Amendment
5. Which of the following is a responsibility of US citizens?
(A) Voting in elections
(B) Owning property
(C) Serving in the military
(D) Traveling abroad

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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">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 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">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.
Topic 5	<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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q34-Q39):

NEW QUESTION # 34

A marketing associate needs to import a CSV file into a data extension. Which delimiter should the associate select to correctly import this file type?

- A. Comma
- B. Tab
- C. Pipe

Answer: A

Explanation:

For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.

When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

NEW QUESTION # 35

The marketing team at Northern Trail Outfitters wants to include a subscriber's local weather conditions in the subject line of their email campaigns. This information is stored in the data extension used for sending.

Which feature should an associate utilize?

- A. Decision Splits
- B. Filter Activity
- C. Personalization Strings

Answer: C

Explanation:

Personalization strings in Salesforce Marketing Cloud are used to dynamically insert content, such as subscriber-specific data, into emails. For including a subscriber's local weather conditions in the subject line of email campaigns, personalization strings can be utilized to reference the relevant data stored in the data extension used for sending the email. This allows each email subject line to be customized with the specific weather conditions relevant to each subscriber, enhancing the personalization and relevance of the campaign.

NEW QUESTION # 36

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Einstein Engagement Scoring
- B. Email Studio Send Tracking
- C. Bounce Mail Management

Answer: B

Explanation:

Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.

* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.

* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

NEW QUESTION # 37

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By storing items they want to share in a shared folder
- B. By establishing a dedicated business unit for shared Items
- C. By individually assigning access permissions to users

Answer: A

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 38

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

What should the associate reference?

- A. Salesforce Trust Site
- B. Trailblazer Community

- C. Salesforce Help & Training

Answer: A

Explanation:

To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

NEW QUESTION # 39

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