

# MCE-Dev-201 New Exam Bootcamp - MCE-Dev-201 Test Questions Pdf



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## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q14-Q19):

### NEW QUESTION # 14

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. SubscriberKey
- C. JobID
- D. ListID

**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 # 15

Northrn Trail Outfitters has set up their North American business unit to unsubscribe at the business unit level. Which dataview would they query to identify all subscribers who are unsubscribed from that Business Unit?

- A. \_BusinessUnitUnsubscribes
- B. ENT.\_Subscribers
- C. ListSubscribers
- D. .Subscribers

**Answer: C**

Explanation:

To identify all subscribers who are unsubscribed from a specific Business Unit, the correct Data View to query is ListSubscribers (A). This Data View contains information about the subscription status of subscribers at the list level, including unsubscribe status for specific Business Units.

References:

Salesforce Marketing Cloud Data Views

ListSubscribers Data View

### NEW QUESTION # 16

A developer want to email a subscriber who is currently being processed for a Contact Deletion request. When could the Contact be reintroduced after a Contact Delete operation has started?

- A. 14 days after deletion process is complete
- B. Anytime
- C. After deletion is fully complete
- D. Never

**Answer: C**

Explanation:

A Contact can be reintroduced into the system only after the deletion is fully complete. The Contact Delete process in Salesforce Marketing Cloud is designed to ensure that all references and data associated with the contact are thoroughly removed.

Reintroducing the contact before the process is fully complete would disrupt this cleanup process and potentially lead to data integrity issues.

References:

Salesforce Marketing Cloud Documentation on Contact Deletion

#### NEW QUESTION # 17

An UpdateDE AMPscript function is used to update a column value in a data extension row when an email is sent. The emails being sent to 250,000 subscribers, but the user decides to cancel the send during the sending process and only 400 emails are sent. How many subscriber rows would be affected by the UpdateDE function?

- A. All 250,000 subscribers
- **B. 400 subscribers who were sent the email**
- C. Only subscribers who exist in All Subscribers
- D. No rows are updated

**Answer: B**

Explanation:

The UpdateDE function in AMPscript updates the data extension rows as the emails are being sent. If the send is canceled and only 400 emails are sent, then only the 400 subscribers who received the email will have their data extension rows updated by the UpdateDE function.

Salesforce AMPscript UpdateDE Function

#### NEW QUESTION # 18

Which SSJSlibrary can be used in landing pages? Choose 1.

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

**Answer: D**

#### NEW QUESTION # 19

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