

# **Latest MCE-Dev-201 Exam Answers & Valid Test MCE-Dev-201 Fee**

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## **MATSE 201 EXAM 2 QUESTIONS AND ANSWERS ALL CORRECT / UPDATED 2023/2024.**

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### **Salesforce MCE-Dev-201 Exam Syllabus Topics:**

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

Topic 4	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

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## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q12-Q17):

### NEW QUESTION # 12

A developer wants to include a comment within an AMPscript code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?

- A. < !- This is a comment
- B. /\* This is a comment \*/
- C. -- This is a comment
- D. // This is a comment

### Answer: B

Explanation:

In AMPscript, comments can be added within a code block using the /\* comment \*/ syntax. This allows developers to include notes or explanations without affecting the execution of the script.

\* Example:

ampscript

Copy code

%%[ /\* This is a comment \*/ SET @var = "value" ]%%

Salesforce AMPscript Syntax Guide

### NEW QUESTION # 13

Certification Aid wants to create a file drop automation with a filename pattern. An import file is placed daily on the Marketing Cloud Enhanced FTP server, and the file name always starts with the current month and day (e.g. OCT26). How should the filename pattern be defined? Choose 2.

- A. Ends With operator
- B. %%MMDD%%
- C. Begins With operator
- D. %%Month%% %%Day%%

### Answer: B,C

Explanation:

To define a filename pattern that matches files starting with the current month and day, you can use the %% MMDD %% pattern and

the "Begins With" operator.

\* %MMDD% Pattern: This pattern represents the month and day in a two-digit format.

\* Begins With Operator: This operator ensures that the automation matches filenames that start with the specified pattern.

Salesforce File Drop Automations

#### NEW QUESTION # 14

How often should a developer request a new token when making multiple API calls in v1?

- A. Before every new call
- B. Every 15 minutes
- **C. Once an hour**
- D. When changing routes/objects

**Answer: C**

Explanation:

A developer should request a new token once an hour when making multiple API calls in v1. Salesforce Marketing Cloud access tokens are typically valid for one hour, and refreshing them every hour ensures that the API calls are authenticated.

References:

[Salesforce Marketing Cloud API Token Management](#)

[Salesforce Marketing Cloud Authentication](#)

#### NEW QUESTION # 15

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

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

**Answer: D**

#### NEW QUESTION # 16

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

- **A. The send fails**
- **B. The email is not sent to the particular subscriber**
- C. The send is retried
- D. An error message is sent to the From Address used in the email

**Answer: A,B**

Explanation:

Using the RaiseError AMPscript function allows a developer to handle errors when necessary data for building an email is missing. The possible outcomes of using this function include:

\* The send fails (A) - The entire email send can be stopped if a critical error is encountered.

\* The email is not sent to the particular subscriber (B) - The send can be aborted for specific subscribers who do not have the necessary data.

References:

[Salesforce Marketing Cloud AMPscript RaiseError Function](#)

[Salesforce Marketing Cloud Documentation](#)

#### NEW QUESTION # 17

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