

AD0-E607 Valid Study Notes | AD0-E607 Certification Dump

Mount Kenya University

UNIVERSITY EXAMINATION 2024/2025

SCHOOL OF COMPUTING AND INFORMATICS
DEPARTMENT OF INFORMATION TECHNOLOGY/ ENTERPRISE COMPUTING

BIT/BBIT/BSCIT
REGULAR

UNIT CODE: BIT3107 UNIT TITLE: DATABASE SYSTEMS II

DATE: FRI 13TH DEC, 2024 11.00AM MAIN EXAM TIME: 2 HOURS

INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER TWO IN SECTION B

SECTION A (30 MARKS)

QUESTION ONE

a) Briefly explain any four advantages and four disadvantages of the database approach. (8 Marks)

b) Name and explain any three components of the database environment. (6 Marks)

c) For each of the following cases connect the entities together with relationships. Show optionality and describe the relationship against the lines.

i) A LECTURER may be a subject leader for one or more SUBJECTS and a SUBJECT must have only one LECTURER as subject. A COURSE must contain one or more SUBJECTS and a SUBJECT must belong to only one COURSE. (5 Marks)

ii) A COURSE must have only one LECTURER as a course leader and a LECTURER may lead only one COURSE. A STUDENT must have personal tutor and a LECTURER may be personal tutor to one or more STUDENTS.

Paper One Page 1

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Adobe Journey Optimizer Business Practitioner Professional Sample Questions (Q37-Q42):

NEW QUESTION # 37

An A/B testing specialist is analyzing the results of an email subject line experiment to determine the statistically significant winner. The test included two new versions (Treatment A, B) and a holdout group.

The report shows:

- Treatment A: 22% Open Rate, 95% Confidence
- Treatment B: 25% Open Rate, 98% Confidence
- Holdout: 15% Open Rate

How should the specialist interpret these results for the marketing team?

- A. Neither treatment is a clear winner, and the test should be run again.
- B. The experiment is invalid because the holdout group's open rate is too low.
- **C. Treatment B is the winner because it has the highest open rate and a confidence level above 95%.**
- D. Treatment A should be chosen because its confidence level is exactly 95%.

Answer: C

NEW QUESTION # 38

An email developer is building a highly personalized email that must display a list of recommended products for a customer. The product data (name, image URL, price) is available as a `listString` (an array of objects) on the customer's profile.

When the developer tries to drag the product name field from the personalization picker into the email, it is disabled.

Why is this happening and what must be done to render the list?

- A. The field is disabled because the developer does not have the correct permissions to use list-type fields.
- **B. The field is disabled because `listString` fields can only be used in the advanced expression editor and require a "for each" loop to iterate through the items.**
- C. The field is disabled because lists cannot be used for personalization. The data must be flattened into separate attributes first.
- D. The field is disabled because the email template does not support list rendering.

Answer: B

NEW QUESTION # 39

A junior marketing associate needs to create a promotional email. A core requirement is that the email must strictly follow the company's brand guidelines, which are embedded in a standard layout including a specific header, footer, and brand colors.

What is the best starting point for the associate to create this new email and ensure brand consistency?

- **A. Use a pre-existing Content Template that has been designed with the standard brand layout.**
- B. Create a new email from scratch and manually apply the brand styles.
- C. Create a new Campaign and add an email action.
- D. Import an HTML file containing the required layout.

Answer: A

NEW QUESTION # 40

An e-commerce manager is setting up the company's first real-time "abandoned cart" journey.

The audience for this journey must qualify members the instant they add a product to their cart but do not complete the purchase within 15 minutes.

Which audience evaluation method is required for this time-sensitive use case?

- A. Edge
- **B. Streaming**
- C. Scheduled
- D. Batch

Answer: B

NEW QUESTION # 41

A bank's marketing team wants to orchestrate a customer onboarding process that involves multiple steps and systems. When a new account is opened, they want a journey to trigger. This single "Account Opened" signal, however, is a combination of two separate system events: "Application Approved" from the loan system and "Account Funded" from the core banking system. Which Journey Optimizer event type should be designed to listen for this combined signal as a single journey trigger?

- **A. A Business Event.**
- B. An Audience Qualification event.
- C. A Unitary Event for "Application Approved".
- D. A Reaction Event.

Answer: A

NEW QUESTION # 42

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