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MC 101 Tests

Test 3

Chapter 7

The development of movies

Thomas Edison - credited with developing the American motion picture industry; one of several scientists and engineers who created the new medium of film

Etienne-Jules Marey and Eadweard Muybridge - both worked on motion in film

Auguste-Marie and Louis-Jean Lumière - created a cinematographe (portable movie camera that could also be used as a projector)

Edwin S. Porter - created one of the first movies in the US created *The Great Train Robbery*

The Great Train Robbery - first movie with multiple scenes and a plot

D. W. Griffith - created epic films that captured the entire nations imagination; produced films that lasted an hour or more (*The Birth of a Nation*)

The Studio System

Studio System - factory like process to produce movies

Block bookings - distribution; theater owners were required to book a whole series of movies to get a few desirable films

United Artists - acquired and distributing movies after independent film producers had completed them; founded to distribute films and provide financing; lost entire cost of production in 1981 (*Heaven's Gate*)

Synchronized soundtrack - sounds are synchronized with pictures in a movie

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q117-Q122):

NEW QUESTION # 117

The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send. What is causing the email to hard bounce?

- A. The recipient's mailbox is temporarily unavailable.
- **B. The email address is invalid.**
- C. The subscriber's mailbox is full.

Answer: B

Explanation:

A hard bounce in email marketing typically occurs when an email is permanently rejected by the recipient's email server due to the recipient's email address being invalid. This can happen for various reasons, such as the email account being deleted, the domain no longer existing, or a typo in the email address.

Hard bounces are a critical metric in email marketing as they directly impact deliverability rates and sender reputation. It's essential for marketing teams to monitor hard bounce rates and take proactive measures to clean their email lists regularly to maintain high deliverability and engagement rates.

References: Salesforce Marketing Cloud documentation on email deliverability provides insights into understanding and managing hard bounces, including best practices for maintaining a healthy email list and ensuring high-quality data management.

NEW QUESTION # 118

The digital marketing associate at Northern Trail Outfitters is looking for self-paced learning content about Journey Builder functionality.

Which resource should the associate use?

- A. Salesforce Help & Training
- **B. Trailhead**
- C. Salesforce Developer Center

Answer: B

Explanation:

For self-paced learning content about Journey Builder functionality, the associate should use Trailhead.

Trailhead is Salesforce's interactive, gamified learning platform that offers modules and trails for various Salesforce products and features, including Journey Builder. It provides a range of resources from beginner to advanced levels, making it an ideal place for digital marketing associates to learn at their own pace and enhance their skills in utilizing Journey Builder effectively.

NEW QUESTION # 119

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

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

Answer: B

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 # 120

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Wrong email
- **B. Held**
- C. Bounce

Answer: B

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 121

GDPR is a comprehensive privacy law that limits the use of subscriber data in which region?

- A. USA
- **B. Eu**
- C. Canada

Answer: B

Explanation:

The General Data Protection Regulation (GDPR) is a comprehensive privacy law that applies to all individuals within the European Union. It regulates how companies can collect, process, and store personal data, aiming to protect the privacy rights of EU residents. Compliance with GDPR is required when handling data of individuals located within the EU, regardless of where the business is based.

* Scope of GDPR: It applies to any entity processing the personal data of EU residents, imposing strict rules on consent, data usage, and data security.

* Salesforce Documentation Reference: For GDPR compliance details, see Salesforce and GDPR.

NEW QUESTION # 122

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