

New MKT-101 Exam Papers, MKT-101 Valid Exam Format

MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce MKT-101 is a certification exam that focuses on building and analyzing customer journeys using the Marketing Cloud platform. MKT-101 exam is designed to test your knowledge and skills in planning, implementing, and analyzing customer journeys, as well as understanding the key features and capabilities of Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for professionals who want to gain expertise in marketing automation and customer engagement, and who want to demonstrate their proficiency in using Marketing Cloud to drive business results.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q98-Q103):

NEW QUESTION # 98

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Data Extract, File Transfer
- **B. Filter, Data Extract, File Transfer**
- C. SQL Query, Filter, Data Extract

Answer: B

NEW QUESTION # 99

Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.

What should be implemented to achieve these goals?

- A. Edit the Content Permissions and Restrictions by Role setting for each user.
- B. Integrate an outside CMS with all these permissions built in.
- **C. Set up Approval Workflow and Share setting inside Marketing Cloud.**
- D. Build out an internal business governance and process to support this.

Answer: C

NEW QUESTION # 100

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign. Which Preview \$ Test Content Personalization options should be used?

- **A. Based on Subscriber Preview List or Data Extension**
- B. Based on Preview
- C. Based on Recipient test Data Extension

Answer: A

NEW QUESTION # 101

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?

- **A. Use a Triggered Send Data Extension to capture form data and deploy the email.**
- B. Use a Send Email activity in Automation Studio to run hourly and deploy emails.
- C. Use the WSPProxy via SSJS to deploy the email after capturing form data.
- D. Use a SQL Query activity in Automation Studio to run hourly and deploy emails.

Answer: A

NEW QUESTION # 102

The Corporate Apparel Division of Northern Trail Outfitters (NTO) is moving to Marketing Cloud and will be using NTO's existing account. The Corporate Apparel team has asked for a recommendation on whether they should have a separate Business Unit. Which consideration warrants the creation of a separate Business Unit for Corporate Apparel's instance of Marketing Cloud?

- A. Brand guidelines for Corporate Apparel is different from NTO
- B. Using different From Name and Email Address settings
- C. Sending from a separate IP Address and Domain
- **D. Managing Unsubscribes for the Corporate Apparel Division only**


Answer: D

NEW QUESTION # 103

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