

# Printable MC-202 PDF Exam Instant Download | Updated New MC-202 Test Sims

BUXI JAGABANDHU ENGLISH MEDIUM SCHOOL  
BHUBANESWAR - 751014

No. BJEMS /HS /20 /2025

Date : 27.01.2025

## STAFF & STUDENT NOTICE (Std. XI)

The 2<sup>nd</sup> **TERMINAL EXAMINATION** of Class XI (Science & Commerce) for the session 2024-25 will commence from Dt. 18.02.2025 (Tuesday) and will continue till Dt. 20.03.2025 (Thursday) as per the following schedule.

The duration of the test is 3 hours (10:30 AM to 1:30 PM). The questions will be of CBSE pattern. Syllabus of the test in different subjects will be announced by the respective subject teachers and it will be available in the website.

### EXAM. SCHEDULE OF STD. XI (Science & Commerce)

DATE	SCIENCE	COMMERCE
18.02.2025 (Tuesday)	Web Application / Data Science	
19.02.2025 (Wednesday)	Dance / Painting / Sculpture	
24.02.2025 (Monday)	Physics	Accountancy
01.03.2025 (Saturday)	Mathematics / Legal Studies	
04.03.2025 (Tuesday)	Chemistry	Business Studies
06.03.2025 (Thursday)	English	
07.03.2025 (Friday)	Banking / Marketing	
12.03.2025 (Tuesday)	Physical Education / Physical Activity Trainer	
15.03.2025 (Saturday)	Biology / Computer Science	
20.03.2025 (Thursday)	Economics	

Reporting time for students	-	10:00 am
Distribution of Answer Sheet	-	10:10 am
Distribution of Question Paper	-	10:15 am
Exam. Starts	-	10:30 am
Exam. Ends	-	1:30 pm

  
PRINCIPAL

  
VICE PRINCIPAL

Cc : - Principal /Vice Principal /Mr. B. P. Paikaray, Admn. Supervisor (Main Block) /Mrs. Smita Mohanty, Supervisor (Primary Block) /Student's Notice Board /Office /Reception /Academic /Mr. Amarendra Lenka, DEO (\*2 Block) is required to upload the above notice on the school website for general information.

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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q146-Q151):

### NEW QUESTION # 146

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later. Which automation solutions should be set up to accommodate this request?

- A. Automation Studio and Path Optimizer
- B. Journey Builder and Behavioral Triggers
- C. Automation Studio and Journey Builder

**Answer: C**

Explanation:

To accommodate the request of sending a customized 'congratulations' email and a follow-up review request, Northern Trail Outfitters (NTO) should use a combination of Automation Studio and Journey Builder.

Automation Studio can be used to add new purchasers to the data extension daily, and Journey Builder can manage the customized email journey, including the immediate 'congratulations' email and the follow-up review request 14 days later. Reference: Salesforce Marketing Cloud Documentation

### NEW QUESTION # 147

Northern trail Outfitters' marketing department wants to review last year's holiday engagement to this year's engagement. What should they use to access the historical engagement data?

- A. Audit Trail extract
- B. Tracking Data extract
- C. SQL activity using data views

**Answer: C**

Explanation:

To review last year's holiday engagement compared to this year's engagement, Northern Trail Outfitters' marketing department should use an SQL activity using data views. Data views in Salesforce Marketing Cloud provide access to detailed tracking information and historical engagement data. By writing SQL queries, the marketing department can extract, compare, and analyze the engagement data from different time periods, enabling them to understand trends and performance.

Reference: Salesforce Marketing Cloud Documentation on Data Views and SQL Activities

### NEW QUESTION # 148

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Create CloudPages to collect and subscribe users,
- B. Use Journey Builder to build an audience using Ad Studio.
- C. Leverage Social Studio to capture email addresses.

**Answer: A**

Explanation:

CloudPages in SFMC are designed to create web pages and microsites that can capture and manage subscriber information. For marketers looking to collect consumer information from social channels, CloudPages provide forms that can capture email addresses

and other relevant data, subscribing users to Marketing Cloud lists or data extensions for future mailings.  
References:Salesforce Marketing Cloud Documentation on CloudPages

#### NEW QUESTION # 149

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months. Which report should be run to provide this Information?

- A. Audience Engagement Over Time
- B. Contacts Count
- C. **Contacts Analytics**

**Answer: C**

Explanation:

Contacts Analytics provides insights into the changes in the customer population over time, including metrics on new contacts, unsubscribes, and other population dynamics. This report allows marketers to track and analyze how their cross-channel customer base evolves, making it suitable for the marketing manager's needs. Salesforce Marketing Cloud documentation includes detailed information on generating and interpreting Contacts Analytics reports.

#### NEW QUESTION # 150

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns. What should be used to best achieve this in real time?

- A. File Drop Automations
- B. SQL Query activities
- C. **APIs**

**Answer: C**

Explanation:

APIs provide real-time interaction with the Salesforce Marketing Cloud platform, enabling immediate updates for important subscriber information such as unsubscribes. By using APIs, Northern Trail Outfitters can ensure that subscriber data is reflected instantaneously, which is crucial for regulatory compliance. For more information, refer to theSalesforce Marketing Cloud API documentation.

#### NEW QUESTION # 151

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