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Exercises on Lesson 5

UnderstandApplyHigher Thinking Skills

1 Choose the correct answer :

1. Both coal and charcoal
a. are renewable resources of energy. b. are nonrenewable resources of energy.
c. are examples of biofuel. d. produce thermal energy on burning.

2. All the following resources are considered renewable resources of energy,
except
a. water. b. wind energy. c. gasoline. d. solar energy. (Port Said 2024)

3. Among the following resources, we must conserve
a. solar energy and coal. b. solar energy and wind energy.
c. wind energy and oil. d. oil and coal. (Alex. 2023)

2 Choose from column (B) what suits it in column (A) :

(A)	(B)
1. Wood	a. it is a renewable resource of energy that doesn't pollute the air.
2. Coal	b. it is a biofuel that is used in warming houses.
3. Wind energy	c. it is a biofuel that is produced from corn.
	d. it is a fossil fuel that pollutes the air when it is burned.

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3 Put (✓) or (✗) :

1. The amount of oil on the Earth is limited. ()

2. Fossil fuels that human made from corn can be replaced as quickly as it is used. (Cairo 2023) ()

3. The use of fossil fuels to produce energy costs more money than using renewable resources. (Giza 2023) ()

4. Wind energy will run out faster than natural gas. ()

4 Give one example for each of the following :

1. A renewable resource of energy : (Menoufia 2024)

2. A nonrenewable resource of energy : (Menoufia 2024)

3. A method of conserving fossil fuels : (Menoufia 2024)

4. A disadvantage of using fossil fuels to produce energy : (Menoufia 2024)

5. An advantage of using renewable resources to produce energy : (Menoufia 2024)

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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q34-Q39):

NEW QUESTION # 34

A client would like to integrate the following two sources:

Google Campaign Manager:

IAS:

After configuring a Parent-Child relationship between the files, which query should an implementation engineer run in order to QA the setup?

- A. Media Buy Type, Analyzed Impressions
- **B. Media Buy Type, Media Buy Name, Impressions, Analyzed Impressions**
- C. Media Buy Name, Impressions
- D. Creative Name, Impressions, Analyzed Impressions

Answer: B

Explanation:

To QA the Parent-Child relationship setup between Google Campaign Manager and IAS data sources, it is essential to query fields that are common to both sources and that are relevant to the relationship. 'Media Buy Type' and 'Media Buy Name' are common identifiers between the two datasets. 'Impressions' from the Google Campaign Manager and 'Analyzed Impressions' from the IAS data are the metrics that should be compared to ensure they match or correlate as expected due to the Parent-Child relationship.

The QA process involves checking that the data is correctly aligned and that the metrics from the parent source (Google Campaign Manager) are properly related to the metrics from the child source (IAS). Reference: Salesforce Marketing Cloud Intelligence documentation on data integration, Parent-Child relationships, and QA procedures for data setup.

NEW QUESTION # 35

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed.

Otherwise, return null for the opportunity status.

Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:

"Day" - Standard "Day" field

"Opportunity Key" > Main Generic Entity Key

"Opportunity Stage" - Generic Entity Key 2

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 7th - 10th. How many different stages are presented in the table?

- **A. 0**
- B. 1
- C. 2
- D. 3

Answer: A

Explanation:

Based on the Opportunity file and considering the filter dates from January 7th to 10th, the different stages presented are 'Interest', 'Confirmed Interest', and 'Registered'. This makes a total of 3 different stages that would be presented in the pivot table. Salesforce Marketing Cloud Intelligence allows for the creation of pivot tables that can display counts of entities across different dimensions, in this case, Opportunity Stages. Reference to Salesforce Marketing Cloud Intelligence documentation that covers data mapping and pivot table creation would support this conclusion.

NEW QUESTION # 36

What is the relationship between "Media Buy Key" and "Campaign Key"?

- A. One-to-many (one Media Buy Key has many Campaign Keys)
- B. One-to-one
- **C. Many-to-one (one Campaign Key has many Media Buy Keys)**
- D. Many-to-many

Answer: C

Explanation:

Typically, 'Campaign Key' is a unique identifier for a specific marketing campaign, while 'Media Buy Key' refers to the purchases of advertising space associated with that campaign. A campaign can have multiple media buys, so the relationship is many-to-one, with many media buys (Media Buy Keys) associated with a single campaign (Campaign Key).

NEW QUESTION # 37

An implementation engineer is requested to extract the second position of the Campaign Name values.

The Campaign values consist of multiple delimiter types, as can be seen in the following example:

Campaign Name: Ad15X2w&Delux_wa90

Desired value: Delux

Which three harmonization methods will achieve the desired outcome?

- A. Vlookup 0
- B. Data Fusion
- C. Patterns
- D. Mapping formula
- E. Calculated Dimensions

Answer: C,D,E

Explanation:

To extract specific elements from a string in Marketing Cloud Intelligence, such as the second position of a Campaign Name with multiple delimiters, several harmonization methods can be employed:

Calculated Dimensions: These allow for the creation of custom dimensions using expressions or formulas that manipulate existing data. A calculated dimension can be designed to parse and extract segments of a string based on delimiters.

Patterns: This method involves defining a pattern or regex (regular expression) that matches and isolates the desired portion of the string. Patterns are highly effective for strings with complex structures and varying delimiter types.

Mapping Formula: Similar to calculated dimensions, mapping formulas provide a way to apply a transformation or extraction rule to data fields directly within data streams, enabling targeted data extraction like the desired 'Delux' from the Campaign Name.

These methods enable the implementation engineer to accurately segment and extract the needed data from complex string fields efficiently.

NEW QUESTION # 38

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed. Otherwise, return null for the opportunity status.

Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:

"Day" - Standard "Day" field

"Opportunity Key" > Main Generic Entity Key

"Opportunity Stage" - Main Generic Entity Attribute

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on Jan 11th. What is the number of opportunities in the Interest stage?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: A

Explanation:

Since the pivot table is filtered on January 11th and the provided Opportunity file does not show any records dated January 11th, there are zero opportunities in the Interest stage for that date. Salesforce Marketing Cloud Intelligence allows users to create pivot

tables and filter data based on specific criteria, such as dates. In this case, the filter would exclude all rows that do not match the specified date, resulting in a count of zero for the Interest stage. This would apply to any stage since there are no records for January 11th. Reference can be made to Salesforce Marketing Cloud Intelligence documentation on filtering and pivot tables.

NEW QUESTION # 39

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