# MC-101 Valid Test Syllabus & MC-101 Valid Examcollection



SYLLABUS FOR ADMISSION TEST FOR ADMISSION TO CLASS XI 2025-26

**PHYSICS**

Chapter – 10: **Light – Reflection and Refraction.**

Reflection of light by curved surfaces; Images formed by spherical mirrors, centre of curvature, principal axis, principal focus, focal length, mirror formula (Derivation not required), magnification. Refraction; Laws of refraction, refractive index. Refraction of light by spherical lens; Image formed by spherical lenses; Lens formula (Derivation not required); Magnification. Power of a lens

Chapter – 11: **Human eye and Colourful World.**

Functioning of a lens in human eye, defects of vision and their corrections; applications of spherical mirrors and lenses. Refraction of light through a prism, dispersion of light, scattering of light, applications in daily life (excluding colour of the sun at sunrise and sunset).

Chapter – 12: **Electricity.**

Electric current, potential difference and electric current. Ohm's law; Resistance; Resistivity, Factors on which the resistance of a conductor depends. Series combination of resistors, parallel combination of resistors and its applications in daily life. Heating effect of electric current and its applications in daily life. Electric power, Interrelation between P, V, I and R.

Chapter number refers to :

Science-Text book for Class X- NCERT Publication

**CHEMISTRY**

CHAPTER – 1

CHEMICAL REACTIONS AND EQUATIONS

CHAPTER – 2

ACIDS, BASES, AND SALTS

CHAPTER – 3

METALS AND NON-METALS

CHAPTER – 4

CARBON AND ITS COMPOUNDS

**MATHEMATICAL APTITUDE**

1. Polynomials
2. Pair Of Linear Equations In Two Variables
3. Quadratic Equations
4. Introduction To Trigonometry
5. Some Applications Of Trigonometry – Problems On Heights And Distances
6. Statistics – Mean, Median And Mode (No Graph)
7. Surface Areas And Volumes .

**MATHEMATICS**

1. Polynomials
2. Pair Of Linear Equations In Two Variables
3. Quadratic Equations
4. Introduction To Trigonometry
5. Some Applications Of Trigonometry – Problems On Heights And Distances
6. Statistics – Mean, Median And Mode (No graph)
7. Geometry – Similar Triangles (including Basic Proportionality Theorem).
8. Surface Areas And Volumes.
9. Areas related to Circles

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The prep material created by the Test4Sure are the best choice because we provide you with Salesforce MC-101 exam preparation material in 3 different formats. This is helpful for you since every candidate has a different study style and the diversity of Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam preparation formats can aid the study pattern.

## Salesforce MC-101 Exam Syllabus Topics:

| Topic | Details |
|---|---|
| Topic 1 | • Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively. |
| Topic 2 | • Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization. |

| Topic 3 | • Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success. |
|---|---|
| Topic 4 | • Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios. |
| Topic 5 | • Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required. |

>> **MC-101 Valid Test Syllabus** <<

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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q22-Q27):

**NEW QUESTION # 22**
The marketing team at Northern Trail Outfitters has been running an email series for three weeks.
Management has asked for a report of the results of the email campaign's effectiveness and performance.
Which email metric should the associate use to convey the email's visual effectiveness?

- A. Bounce Rate
- B. Click-to-Open Rate
- C. Open Rate

**Answer: B**

Explanation:
The Click-to-Open Rate is the most appropriate email metric to convey the email's visual effectiveness. This metric measures the percentage of recipients who opened the email and then clicked on a link within the email. It is a strong indicator of how engaging and compelling the email content and design are to the audience, as it reflects the effectiveness of the email in motivating recipients to take action after opening it.

**NEW QUESTION # 23**
Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.
Which email delivery setting helps control volume to meet these needs?

- A. Send Throttling
- B. Transactional Send Classification
- C. Prebuild Burst Sending

**Answer: A**

Explanation:
Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent.
This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."
* How Send Throttling Helps: By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the website with traffic spikes.
* Salesforce Documentation Reference: For more on how to set up and use Send Throttling, see Send Throttling Documentation.

## NEW QUESTION # 24
What should a marketing associate use to identify a unique contact across various channels?

- A. Email Address
- B. Mobile Number
- C. Contact Key

**Answer: C**

Explanation:
A unique contact across various channels in Marketing Cloud is identified using the Contact Key. The Contact Key is a unique identifier assigned to each contact in the system, allowing for consistent identification of an individual across different channels and interactions within Marketing Cloud. This ensures a unified view of the contact's engagement and interactions, facilitating cross-channel marketing strategies and personalized customer journeys.

## NEW QUESTION # 25
Cloud Kicks (CK) has a very important new product launch coming up. CK has built an informative email to maximize awareness and interest. Management refused a giveaway as part of the campaign, but not deep discounts.
Which potential option violates CAN-SPAM specifications on subject lines?

- A. IMPORTANT: Please reply ASAP for the best deal!
- B. You don't want to miss our newest product
- C. You may have just won a $500 gift card!

**Answer: C**

Explanation:
Option C, "You may have just won a $500 gift card!", potentially violates CAN-SPAM specifications on subject lines because it can be considered misleading or deceptive. CAN-SPAM regulations require that subject lines accurately reflect the content of the email. Misleading subject lines that imply the recipient has won a prize when this is not the case can lead to violations of these regulations, potentially resulting in penalties. It's crucial for marketing communications to be transparent and not mislead recipients about the nature of the email content.

## NEW QUESTION # 26
According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Contact the client in order to keep their personal data up to date.
- B. Retain client information after the client requests termination of the relationship.
- C. Sell the information to other companies for marketing purposes.

**Answer: A**

Explanation:
Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.

**NEW QUESTION # 27**

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