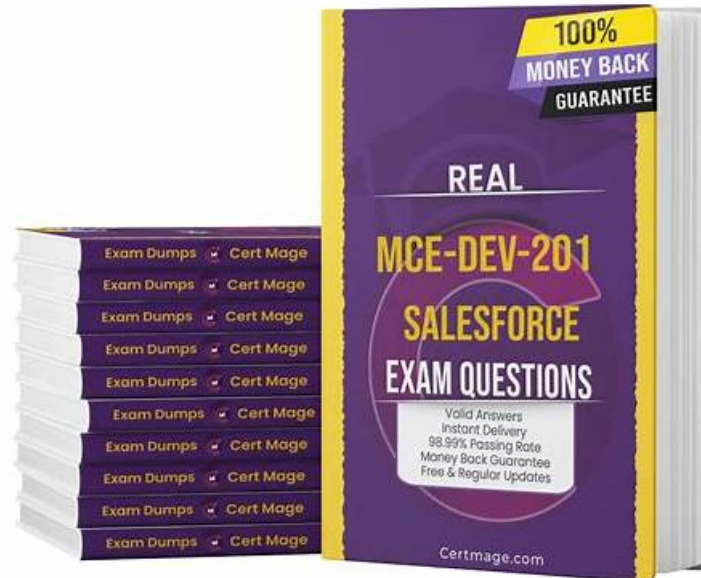


Exam Questions For Salesforce MCE-Dev-201 With Reliable Answers



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Salesforce MCE-Dev-201 Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Modeling: This domain covers structuring contact and subscriber data in Marketing Cloud including configuring the contact model understanding data extension types and uses managing contact records across channels and the contact deletion process.
Topic 2	• Programmatic Languages: This domain focuses on coding with AMPscript and Server-Side JavaScript including language syntax functions processing methods development best practices and programmatic subscriber exclusion during sends.
Topic 3	• Data Management: This domain covers importing data with various file formats writing SQL queries for data manipulation extracting data from Marketing Cloud applying SQL best practices managing send logs and understanding data impacts from contact deletion.
Topic 4	• API: This domain addresses interacting with Marketing Cloud through SOAP and REST APIs including API objects methods routes OAuth authentication flows with access tokens and handling API responses.
Topic 5	• Security: This domain addresses data protection in Marketing Cloud including available security options and best practices for maintaining secure platform configurations.

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Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q194-Q199):

NEW QUESTION # 194

A developer is querying data from the _Bounce data view and storing it in a data extension. They have found that sometimes the fields SMTPBounceReason and SMTPCode exceed the 4000-character limits for each field as specified in the DE schema. After consulting with the original requestor, it was decided that they could simply store the first 4000 characters for each of those fields. Which SQL function could be used for this purpose?

- A. RIGHT
- B. FIRST
- C. LEFT

Answer: C

Explanation:

To store only the first 4000 characters of the fields SMTPBounceReason and SMTPCode in a data extension, the developer should use the LEFT (C) SQL function. This function returns the specified number of characters from the beginning of a string.

Example:

```
SELECT SubscriberKey, LEFT(SMTPBounceReason, 4000) AS SMTPBounceReason, LEFT(SMTPCode, 4000) AS SMTPCode FROM _Bounce
```

References:

SQL LEFT Function

Salesforce Marketing Cloud SQL Reference

NEW QUESTION # 195

A sendable data extension with a text field named 'Balance' contains the value \$6.96 for a particular record.

The following AMPscript statement is included in an email:

```
IF (Balance > 6.00) THEN
```

```
SET @Result = 'Balance is more than $6.00'
```

```
ENDIF
```

Why would this IF statement yield unintended results?

- A. The operands are not the same data type.
- B. Balance is a protected keyword.
- C. The comparison should use the < operator.
- D. Double quotes should be used instead of single quotes.

Answer: A

Explanation:

The Balance field is a text field and contains the value "\$6.96", which is a string. The IF statement is comparing a string with a numeric value (6.00). Since the operands are not of the same data type, this can yield unintended results. To correctly compare the balance, the string should be converted to a numeric value.

* Example:

```
%%[ SET @Balance = "6.96" /* Simulating text field value */ IF (Value(@Balance) > 6.00) THEN SET @Result = 'Balance is more than $6.00' ENDIF ]%%
```

NEW QUESTION # 196

A developer wants to build an audience by identifying subscribers who opened a specific email. Which query should the developer use?

- A. `SELECT * FROM _Open WHERE JobID = "1234"`
- **B. `SELECT SubscriberKey FROM _Open WHERE JobID = '1234'`**
- C. `SELECT SubscriberID FROM _Open WHERE JobID = "1234"`
- D. `SELECT * FROM _Open WHERE ListID = '1234'`

Answer: B

Explanation:

To build an audience by identifying subscribers who opened a specific email, the developer should use the following query:

`SELECT SubscriberKey FROM _Open WHERE JobID = '1234'`

This query selects the SubscriberKey from the _Open data view where the JobID matches the specific email send.

References:

Salesforce Marketing Cloud Data Views

Salesforce SQL Reference Guide

NEW QUESTION # 197

A developer needs to know how many records are contained in a particular data extension. This will dictate what is displayed on a landing page.

Which AMPscript function returns the number of rows in a specified data extension?

- **A. `DataExtensionRowCount`**
- B. `RowCount`
- C. `LookupRowCount`

Answer: A

Explanation:

The AMPscript function that returns the number of rows in a specified data extension is `DataExtensionRowCount` (B). This function provides the count of rows within a data extension, which can be used to dictate what is displayed on a landing page.

Example usage:

`SET @rowCount = DataExtensionRowCount("MyDataExtension")`

References:

Salesforce Marketing Cloud AMPscript Guide: `DataExtensionRowCount`

NEW QUESTION # 198

A developer wants to retrieve all records in the OrderDetails data extension which are associated with a particular customer.

Which two AMPscript functions would return a suitable rowset?

Choose 2 answers

- A. `Row`
- **B. `LookupRows`**
- C. `Lookup`
- **D. `LookupOrderedRows`**

Answer: B,D

Explanation:

To retrieve multiple records associated with a particular customer from the OrderDetails data extension, the `LookupRows` and `LookupOrderedRows` functions are suitable. These functions return a rowset containing the records that match the specified criteria.

* `LookupRows`: Retrieves a rowset of records based on specified criteria.

* Example:

`ampscript`

LookupRows Reference: Salesforce AMPscript LookupOrderedRows

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