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Salesforce Certified Marketing Cloud Developer Exam Sample Questions (Q85-Q90):

NEW QUESTION # 85

Northern Trail Outfitters has an Enterprise 2.0 account with 15 business units. Each business unit can access a Shared Data Extension named 'Inventory', which contains the details for each product. A Boolean field named 'InStock' indicates whether the item is available.

Which snippet of AMPscript would return all products which are currently available?

- A. `LookupRows ('Ent. Inventory', 'InStock', 'true', )`
- B. `LookupRows ('Inventory*', 'InStock' 'true',)`
- C. `LookupRows ('Ent. Inventory*', itemName, 'InStock', 'true')`
- D. `LookupRows ('Ent. Inventory*', 'true', 'InStock')`

Answer: A

Explanation:

The `LookupRows` function retrieves rows from a data extension where specified criteria are met. In an Enterprise 2.0 account, the data extension name in shared data extensions should be prefixed with 'Ent.' to indicate it is in the shared space.

* Example:

```
SET @rows = LookupRows('Ent. Inventory', 'InStock', 'true')
```

NEW QUESTION # 86

A developer is implementing a custom profile center and using the `LogUnsubEvent` request. Which parameter is required for the event to be tied to the appropriate send?

- A. `ListID`
- B. `Unsub Reason`
- C. `JobID`
- D. `SubscriberKey`

Answer: C

Explanation:

The `JobID` parameter is required for the `LogUnsubEvent` request to be tied to the appropriate send. The `JobID` uniquely identifies the email job that was sent, allowing the system to accurately log the unsubscribe event for that specific send.

* `JobID`: This parameter ensures that the unsubscribe event is correctly associated with the email send job.

NEW QUESTION # 87

A developer is creating a CloudPage which accepts secure parameters via an email link and will submit those parameters to another CloudPage for data upsert. The page currently captures an Appointment ID parameter passed into it and sets the value to the variable `caapptld`. The developer does NOT want the Appointment ID to be visible to anyone using the form.

What is the best method to ensure the parameters are passed successfully to the data upsert page?

- A. `<input id=Mapptld" type="textare" value="%v(@apptld)a%" hdden>`
- B. `<input id="apptld" type="textare" value="%v(@>apptld)a%" readonly>`
- C. `<form action="%v=MicrositeURL(123,,apptld",@apptld)a%" method="post">`
- D. `<form action="%v=CloudPagesURL(123,'apptld',@apptld)a%" methods "post">`

Answer: D

Explanation:

To securely pass parameters between CloudPages without exposing them, use the `CloudPagesURL` function within a form action. This method encodes the parameters and securely posts them to the target CloudPage.

* `CloudPagesURL`: Encodes and includes parameters securely.

* `Form Method`: Using the post method ensures parameters are sent in the request body, adding another layer of security.

Salesforce `CloudPagesURL` Function

NEW QUESTION # 88

A developer wants to retrieve daily JSON data from a customer's API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

- A. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- B. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();
- **C. Platform.Function.InvokeRetrieve(); Platform.Function.Stringify(); Platform.Function.UpsertDE();**
- D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

Answer: C

Explanation:

To retrieve daily JSON data from a customer's API and write it to a data extension, the developer should use the following set of Server-Side JavaScript activities:

* Platform.Function.HTTPGet();- To make the HTTP GET request to the customer's API and retrieve the JSON data.

* Platform.Function.ParseJSON();- To parse the retrieved JSON data.

* Platform.Function.UpsertData();- To upsert the parsed data into a data extension.

Example code snippet:

```
var response = Platform.Function.HTTPGet("https://api.customer.com/data");
var jsonData = Platform.Function.ParseJSON(response);
Platform.Function.UpsertData("DataExtensionName",
["PrimaryKeyField"], jsonData);
```

References:

* Salesforce Marketing Cloud SSJS HTTP Functions

* Salesforce Marketing Cloud SSJS Data Functions

NEW QUESTION # 89

Certification Aid sends an email to a newly imported List with Subscribers who have no associated Subscriber Key. Which value will become the Contact Key? Choose 1.

- A. Contact ID
- **B. Email address**
- C. Unique random number
- D. Subscriber ID

Answer: B

NEW QUESTION # 90

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