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## Question Analysis & Examiner Mindset Behind Setting the Questions

### CHILD DEVELOPMENT AND PEDAGOGY

**QUESTION 1:** Mastery Oriented learners typically attribute success to ... and failure to ...

- (1) ability and good luck; task difficulty
- (2) ability and effort; bad luck
- (3) ability and good luck; low ability
- (4) **ability and effort; insufficient effort** ✓

**Examiner Mindset**  
Examines the candidate's understanding of Growth Mindset (Mastery Orientation) vs. Fixed Mindset (Performance Orientation).

**QUESTION 2:** Which of the following statements represents 'Proximodistal' principle of development?

- (1) Development is multidirectional and multidimensional.
- (2) Identical twins living in different cultures can develop at different rates.
- (3) **Children develop ability to grasp the ball before putting beads in thread.** ✓
- (4) Children develop ability to sit up before standing.

**Examiner Mindset**  
Tests the basic, foundational principles and requires candidates to **apply the principle to a real-life motor skill example.**

**QUESTION 3:** During play time at school, Rishabh, a 7-year old boy picked a doll to play with. Some of his peers made fun of him. As a teacher who wants students to grow up with gender role flexibility, which would be the best response?

- (1) Talk to Rishabh that dolls are suitable for girls and boys should not play with dolls.
- (2) Tell Rishabh that he should play with something else because his friends won't approve.
- (3) **Let Rishabh play with doll and tell other children that they can also choose any toy of their choice.** ✓
- (4) Quietly take away the doll and give a car toy to Rishabh without saying anything.

**Examiner Mindset**  
Seeks options that reflect inclusion, flexibility, and a challenge to societal stereotypes (e.g., Gender, Caste, Class). The teacher must be an active agent of change.

(v)

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## Salesforce Certified Marketing Cloud Engagement Developer Sample Questions (Q98-Q103):

### NEW QUESTION # 98

A developer wants to build out a series of CloudPages that will interact with several REST APIs.

Which Marketing Cloud supported scripting tool should be used?

- A. GTL
- B. AMPscript
- C. SSJS

**Answer: C**

Explanation:

To build out a series of CloudPages that will interact with several REST APIs, the developer should use SSJS (Server-Side JavaScript) (C). SSJS is supported in Marketing Cloud and provides robust capabilities for interacting with external APIs, handling HTTP requests, and processing data.

References:

Salesforce Marketing Cloud SSJS Guide

SSJS Functions

### NEW QUESTION # 99

Which of the following is a valid comment within an AMPscript code block? Choose 1.

- A. /\* comment \*/
- B. --comment
- C. // comment
- D. - comment -->

**Answer: A**

Explanation:

In AMPscript, the valid syntax for comments is /\* comment \*/. This allows you to add comments within your AMPscript code for documentation or clarification purposes.

Salesforce AMPscript Syntax Guide

### NEW QUESTION # 100

Northern Trail Outfitters (NTO) wants to prevent competitors from receiving a coupon email. They also want to capture email addresses of competitors who are included in the targeted audience.

Which feature could NTO use to prevent the coupon from being sent and report the email addresses skipped?

- A. RaiseError AMPscript function
- B. Auto-Suppression list
- C. Exclusion Script
- D. Try/Catch SSJS functions

**Answer: C**

Explanation:

An Exclusion Script is used to exclude certain subscribers from an email send based on defined criteria. It can also log or capture details of those excluded addresses for reporting purposes.

\* Exclusion Script: This script runs before the send and can dynamically exclude recipients based on logic you define. It allows you to prevent competitors from receiving the email and to log their email addresses.

Salesforce Exclusion Script Documentation

### NEW QUESTION # 101

A customer wants a list of subscribers who were sent an email within the past 12 months. How should this request be completed?

- A. Query against the Job and Sent data views
- B. Run a tracking extract via the SOAP API
- C. Create a measure with criteria sent\_date is after today minus 565 days
- D. Locate the email sends in the Tracking tab within Email Studio

**Answer: A**

Explanation:

To get a list of subscribers who were sent an email within the past 12 months, you should query the Job and Sent data views. These data views contain detailed information about email sends and can be used to filter subscribers based on the send date.

\* SQL Query Example:

```
SELECT s.SubscriberKey FROM _Sent s JOIN _Job j ON s.JobID = j.JobID WHERE j.SendDate >= DATEADD(month, -12, GETDATE()) Salesforce Data Views
```

### NEW QUESTION # 102

Which of the following statements are correct concerning Populations in Contact Builder? Choose 2.

- A. Populations need to be added to an Attribute Group.
- B. No more than three Populations should be created.
- C. Populations should be used for segmentation
- D. Populations are used to create large subgroups Contacts.

**Answer: A,B**

Explanation:

Regarding Populations in Contact Builder:

\* Populations need to be added to an Attribute Group (B) - This is necessary to define the relationship between the population and the associated data extensions and attributes.

\* No more than three Populations should be created (C) - Creating more than three populations can lead to performance issues and complexity in managing contacts.

References:

Salesforce Marketing Cloud Contact Builder

Populations in Contact Builder

### NEW QUESTION # 103

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