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MC 101 Tests

Test 3

Chapter 7

The development of movies

Thomas Edison - credited with developing the American motion picture industry; one of several scientists and engineers who created the new medium of film

Etienne-Jules Marey and Eadweard Muybridge - both worked on motion in film

Auguste-Marie and Louis-Jean Lumière - created a cinematographe (portable movie camera that could also be used as a projector)

Edwin S. Porter - created one of the first movies in the US created *The Great Train Robbery*

The Great Train Robbery - first movie with multiple scenes and a plot

D. W. Griffith - created epic films that captured the entire nations imagination; produced films that lasted an hour or more (**The Birth of a Nation**)

The Studio System

Studio System - factory like process to produce movies

Block bookings - distribution; theater owners were required to book a whole series of movies to get a few desirable films

United Artists - acquired and distributing movies after independent film producers had completed them; founded to distribute films and provide financing; lost entire cost of production in 1981 (*Heaven's Gate*)

Synchronized soundtrack - sounds are synchronized with pictures in a movie

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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 2	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none"> 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.
Topic 4	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q21-Q26):

NEW QUESTION # 21

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

What should the associate reference?

- A. Salesforce Trust Site
- B. Trailblazer Community
- C. Salesforce Help & Training

Answer: A

Explanation:

To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

NEW QUESTION # 22

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

- *ContactID contains the unique identifier for the contact
- *MobileNumber contains the mobile number of the contact
- *EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

- A. EmailAddress
- B. MobileNumber
- C. ContactID

Answer: C

Explanation:

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID.

The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries.

Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database management and data integrity.

References: Salesforce Marketing Cloud documentation emphasizes the importance of selecting an appropriate primary key for data extensions to maintain data quality and ensure the uniqueness of records.

NEW QUESTION # 23

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Roles & Permissions to set modify and delete permissions for key data extensions.
- B. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.
- C. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.

Answer: A

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

NEW QUESTION # 24

A marketing associate at Cloud Kicks is asked if a recent email was tested to ensure it renders correctly in a particular email client. How should the associate respond?

- A. The associate would need to send a test email to every email client manually to confirm.
- B. There are partner integrations that will allow inbox testing directly in Preview and Test.
- C. The layout preview in Preview and Test is representative of all email client rendering.

Answer: B

Explanation:

Salesforce Marketing Cloud integrates with tools like Litmus and Email on Acid for inbox rendering tests, allowing users to check how emails render across multiple email clients directly within the platform's Preview and Test feature. These tools offer a visual preview of how emails appear on various devices and email clients, streamlining the testing process.

* Why Not Rely Solely on Layout Preview: While the layout preview in Salesforce provides a general view, it does not account for the specific quirks of each email client. Tools like Litmus offer a more accurate and comprehensive solution.

* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud's guide on email preview and testing.

NEW QUESTION # 25

A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send. Recently, NTO:

* Updated its Commercial Send Classification

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