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Ministry of Micro, Small and Medium Enterprises



UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBER: **UDYAM-MP-43-0007352**

NAME OF ENTERPRISE: **J K NEWS**

TYPE OF ENTERPRISE ^{*}

S.No.	Classification Year	Enterprise Type	Classification Date
1	2023-24	Micro	16/05/2023

MAJOR ACTIVITY: **SERVICES**

SOCIAL CATEGORY OF ENTREPRENEUR: **OBC**

NAME OF UNIT(S)

S.No.	Name of Unit(s)
1	J K NEWS

OFFICIAL ADDRESS OF ENTERPRISE

Plot/Door/Block No.	WARD NO-14	Name of Premises/ Building	GHAROR LA MOHALLA
Village/Town	SEAHANUMANSANSHI	Block	SOHAGPUR
Road/Street/Lane	SUMIDOL	City	SUMIDOL
State	MADHYA PRADESH	District	SUMIDOL, Pin 484001
Mobile	8109956718	Email	janadmasra99@gmail.com

DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE: **01/01/2023**

DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS: **01/01/2023**

NATIONAL INDUSTRY CLASSIFICATION CODE(S)

S.No.	NIC 2 Digit	NIC 4 Digit	NIC 8 Digit	Activity
1	88 - Social work activities without accommodation	8899 - Other social work activities without accommodation n.e.c.	889900 - Other social work activities without accommodation n.e.c.	Services

DATE OF UDYAM REGISTRATION: **16/05/2023**

* In case of graduation (upward/downward) of status of an enterprise, the benefit of the Government Schemes will be availed as per the provisions of Notification No. SO. 2119(P)/dated - 28.06.2020 issued by the Mo/MSME.

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For any assistance, you may contact:

1. District Industries Centre: **SUMIDOL (MADHYA PRADESH)**

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q51-Q56):

NEW QUESTION # 51

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted. Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. Data Extract Activity
- B. Decryption Activity
- C. File Transfer Activity
- D. Import Activity

Answer: C

Explanation:

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION # 52

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud. This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. Distributed Marketing Sends.
- B. List Sending
- C. Field Level Encryption.
- D. Tokenized Sending

Answer: D

Explanation:

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

NEW QUESTION # 53

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account. Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Subscriber ID
- B. Primary key
- C. Unique Contact email address
- D. Unique Contact Identifier

Answer: D

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 54

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?

- A. Advertising Studio
- **B. Parameter Manager**
- C. Personalization Builder
- D. Web and Mobile Analytics

Answer: B

Explanation:

To append UTM tracking parameters to links in emails:

Use Parameter Manager: This functionality within Marketing Cloud allows for the addition of UTM parameters to links across emails systematically. It provides a centralized control over tracking parameters, making it easy to manage and apply consistent tracking across various campaigns.

Configuration: Set up the UTM parameters in the Parameter Manager and these will be automatically appended to all links in the emails sent.

Reference: Salesforce Marketing Cloud Parameter Manager

NEW QUESTION # 55

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%%%Month%%%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.

How should the admin fix the issue?

- A. Use the exact filename used for the trigger in the import File Activity
- **B. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity**
- C. Make sure the file is placed on the correct subfolder within the SFTP
- D. Make sure the filename has a date stamp to avoid duplication

Answer: B

Explanation:

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %%

FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

NEW QUESTION # 56

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