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MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce MKT-101 Exam is a valuable credential that demonstrates your proficiency in using Marketing Cloud to create and analyze customer journeys. It is an excellent way to showcase your skills and knowledge to potential employers, clients, and colleagues. By passing the exam, you will be recognized as a trusted expert in marketing automation and customer engagement.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q110-Q115):

NEW QUESTION # 110

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months. Which remediation tactic should be used to improve deliverability?

- A. Broaden segmentation criteria to reach more diverse audiences.
- **B. Scale back sending for specific ISPs until the issue subsides.**
- C. Increase the frequency of email sending to boost engagement.

Answer: B

NEW QUESTION # 111

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed. What is the first action that should be taken to make the edits?

- A. Withdraw email approval.
- **B. Cancel send using email.**
- C. Unshare the email.

Answer: B

NEW QUESTION # 112

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion. How can this be accomplished most efficiently?

- **A. Journey Builder using a Random Split with three branches.**
- B. Journey Builder using a Decision Split with three branches.
- C. A series of A/B tests to determine the number of emails.
- D. Automation Studio with three separate Welcome automations.

Answer: A

NEW QUESTION # 113

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results. How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Make the Customer Key more descriptive.
- **B. Leverage Einstein for content tagging.**
- C. Use nested tags to create hierarchies.

Answer: B

NEW QUESTION # 114

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

- Answer: A,B,E**

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