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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: Build and Analyze Customer Journeys using Marketing Cloud is an essential certification exam for marketing professionals who want to take their skills to the next level. MKT-101 Exam is designed to test your knowledge and understanding of how to build and analyze customer journeys using Marketing Cloud. It covers a wide range of topics, including email marketing, mobile marketing, social media marketing, and more.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q72-Q77):

NEW QUESTION # 72

What three methods are used to import data into a data extension?

- A. API, Data Filter, and Import Activity
- **B. API, Import Wizard, and Import Activity**
- C. Import Filter, Import Data, and Automation
- D. API, Import Filter, and Import Activity
- E. Import Wizard, Data Filter, and Import Activity

Answer: B

NEW QUESTION # 73

A new data extension named "Orders" contains order data

a. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- A. All fields in the data extension are nullable
- **B. OrderNumber will be used as the Primary Key**
- C. CustomerID will be used as the Primary Key
- D. The OrderNumber field will be a Number data type field

Answer: B

NEW QUESTION # 74

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

- A. Give emails unique names so they are easier to find in the tracking sends tab.
- **B. Create folders in My Tracking and select where to send results when sending an email.**
- C. Remove old tracking results on a regular basis to declutter the results list.

Answer: B

NEW QUESTION # 75

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Tracking Data Extract file transfer
- B. Campaign Email tracking Report
- **C. Datorama pivot Table**

Answer: C

NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup for each campaign.

- Answer: A**

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