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MKT 101 TN

1. Which of the following is NOT a typical supply chain member? KHÔNG phải là thành viên chuỗi cung ứng điển hình
   A) resellers
   B) customers
   C) intermediaries
   D) government agencies   cơ quan chính phủ
   E) raw materials supplier

2. _____ the manufacturer or service provider is the set of firms that supply the raw materials, components, parts, information, finances, and expertise needed to create a product or service.
   A) Downstream from
   B) Upstream from   Ngược dòng từ
   C) Disinter mediated from
   D) Horizontal to
   E) Parallel with

3. Another term for the supply chain that suggests a sense and respond view of the market is _____.   chuỗi cung ứng gợi ý
   A) supply and demand chain
   B) demand chain   chuỗi nhu cầu
   C) channel of distribution
   D) distribution channel
   E) physical distribution

4. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____.
   A) value delivery network   mạng lưới phân phối giá trị
   B) channel of distribution
   C) supply chain
   D) demand chain
   E) conventional distribution channel

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and master the material.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q81-Q86):

NEW QUESTION # 81
Northern Trail Outfitters (NTO) is saving each Email Address in its SendLog which is quickly increasing in size. NTO's marketers want to pull data from the SendLog for troubleshooting based on email address when a subscriber either does not receive an email or receives the wrong email.
Which design should the consultant recommend to perform their analysis?

- A. Set up and pull data from a SendLog Archive Data Extension.
- B. Set up and pull data from Tracking Extracts in Automation Studio.
- C. Filter data using a Filter Activity on SendLog Data Extension.
- D. Set up and pull data from _Sent and .Subscriber Data Views.

Answer: C

Explanation:
To pull data from the SendLog for troubleshooting based on email address without coding experience, Northern Trail Outfitters should filter data using a Filter Activity on SendLog Data Extension. A Filter Activity is an activity that allows marketers to create filtered data extensions based on criteria and conditions without coding. A SendLog Data Extension is a custom data extension that captures send-time values for each subscriber in an email send. Reference: https://help.salesforce.com/s/articleView?
id=sf.mc_as_filter_activity.htm&type=5 https://help.salesforce.com/s/articleView?
id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5

NEW QUESTION # 82
Northern Trail Outfitters uses separate Marketing Cloud accounts as environments for development, UAT, and production. They want to test all automations and Journeys In each environment prior to launching in production.
Which extension product should be used to speed up the migration of data extensions and Journey Builder configurations between each environment?

- A. Change Sets
- B. Ant Migration Tool
- C. Configuration Manager
- D. Deployment Manager

Answer: D

NEW QUESTION # 83
Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.
Which two activities would be automation?
Choose 2 answers

- A. Import Activity
- B. Filter Activity
- C. Verification Activity
- D. Data Extract Activity

Answer: B,C

Explanation:
A verification activity is an automation studio activity that allows checking the record count or field value of a data extension and sending a notification email if it meets certain criteria. A filter activity is an automation studio activity that allows filtering records from a source data extension into a target data extension based on filter criteria. By using these two activities in an automation, NTO can monitor available coupon codes in their coupon data extension and send a notification email to their email specialist if the available coupon count falls below 500. An import activity is used to import data from an external file or data source into a data extension, which is not relevant for this use case. A data extract activity is used to extract data from a data extension or data view into a file,

which is also not relevant for this use case. Reference: https://help.salesforce.com/articleView?
id=sf.mc_as_verification_activity.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_filter_activity.htm&type=5

NEW QUESTION # 84

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.
Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment object is on the Account Related List.
- B. There is a Master Detail Relationship from Contact to Shipment.
- C. An Apex Trigger is created on the Shipment object.
- D. The Shipment object requires a Lookup to Lead or Contact.

Answer: A,D

NEW QUESTION # 85

How do I set up an individual who manages Marketing Cloud operations across channels, mobile, and social? Choose two.

- A. Marketing Cloud Administrator Role
- B. Regional or Local Administrator Role
- C. Marketing Channel Manager Role
- D. Email marketing manager role

Answer: A,C

NEW QUESTION # 86

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