

MKT-101 Valid Test Sample, MKT-101 Questions Pdf

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 Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q76-Q81):

NEW QUESTION # 76

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List?

Choose 2 answers

- A. If the CustomerID field does not exist on the All Subscribers List, the email send will fail.
- **B. The email address and Subscriber Key will be added to the All Subscribers List.**
- C. The Primary Key and demographic data will be added to the All Subscribers List.
- **D. The subscriber will be added to the All Subscribers List with a status of Active.**

Answer: B,D

NEW QUESTION # 77

Which 3 options are available to create a template in marketing cloud? Choose 3

- **A. Paste HTML**
- **B. Content Builder**
- **C. Template Editor**
- D. Mobile Template Editor

Answer: A,B,C

NEW QUESTION # 78

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. Static Design
- B. Desktop-centric Design
- **C. Mobile-aware Design**
- D. Responsive Design

Answer: C

NEW QUESTION # 79

NTO completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

- **A. Filter Activity**
- B. SQL Query
- C. Filtered Group
- D. Data Filter

Answer: A

NEW QUESTION # 80

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails. What would be required to process the correct subscribers?

- A. Journey Settings > Use email attribute from Contacts
- B. Journey Settings > No re-entry
- **C. Contact Evaluation > Evaluate new records only**
- D. Contact Evaluation > Evaluate all records

Answer: C

NEW QUESTION # 81

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