

Self-study resource approved MC-101 Exam Questions

Exercise Physiology (Exam - Questions & Answers (Rated A+) 100% Approved Latest Update 2024) MCQS combined with Quiz 1 Questions

- 291). 1. the order of motor unit recruitment during a skeletal muscle contraction of increasing force is:
- a. type iix →type iia →type i
 - b. type iia →type iix →type i
 - c. type i →type iix →type iia
 - d. type i →type iia →type iix
- ✓ Ans: D. Type i →Type iia →Type iix
- 292). 2. force production by a skeletal muscle can be increased by:
- a. recruiting more motor units
 - b. increasing the frequency of stimulation of a motor unit by the α-motor neuron
 - c. setting the muscle at its optimal length
 - d. all of the above
- ✓ Ans: D. All of the above
- 293). 3. protein is not really a fuel source for exercise as all proteins are performing some function in the body, however, during exercise some protein is broken down to provide energy in the form of atp. during prolonged submaximal exercise protein may provide what percentage of the energy expended?
- a. 5-10%
 - b. 10-15%
 - c. 15-20%
 - d. none, protein is only broke down to provide energy during maximal exercise.
- ✓ Ans: A. 5-10%
- 294). 4. during exercise, non-insulin mediated glucose uptake by skeletal muscle is facilitated by:
- a. a fall in blood insulin concentration
 - b. a fall in blood glucose concentration

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.
Topic 2	• Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.

Topic 3	• Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.
Topic 4	• Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.
Topic 5	• Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q106-Q111):

NEW QUESTION # 106

Cloud Kicks (CK) wants to send a monthly digital rewards statement to its program members with their points balance and spending activity. CK wants to avoid customers unsubscribing from these messages so they remain aware of their benefits. CK is also concerned about staying compliant.

Which send configuration setting should be leveraged?

- **A. Transactional Send Classification**
- B. General Send Classification
- C. Commercial Send Classification

Answer: A

Explanation:

For Cloud Kicks' requirement to send a monthly digital rewards statement to program members, which includes points balance and spending activity, the most appropriate send configuration is the Transactional Send Classification. Transactional sends are typically used for messages that are essential for the recipient, such as account statements, purchase confirmations, and password resets. These types of emails are crucial for maintaining an ongoing relationship with customers and are not promotional in nature, thereby reducing the likelihood of unsubscribes.

Furthermore, using a transactional send classification helps in staying compliant with email regulations, such as CAN-SPAM or GDPR, as these communications are considered essential information rather than unsolicited commercial content. By categorizing these messages as transactional, Cloud Kicks ensures that customers receive important account information while minimizing the risk of compliance issues.

References: Salesforce Marketing Cloud documentation provides clear guidelines on different send classifications, outlining the specific use cases for transactional sends and their importance in maintaining customer engagement and regulatory compliance.

NEW QUESTION # 107

A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.

Which step should the associate take before importing the file into Marketing Cloud Engagement?

- **A. Create the target data extension in Marketing Cloud.**
- B. Rename the file to "products.xml".
- C. Use Automation Studio to create a File Transfer activity.

Answer: A

Explanation:

Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.

* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.

* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 108

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Bounce Mail Management
- **B. Email Studio Send Tracking**
- C. Einstein Engagement Scoring

Answer: B

Explanation:

Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.

* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.

* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

NEW QUESTION # 109

A marketing associate at Cloud Kicks has just activated their first journey. The second email in the journey contains a discount code and is scheduled to be sent the following morning. Due to an issue with the vendor, the codes will be unavailable for 2 days.

How should the associate proceed?

- **A. Pause the journey and restart it when codes are active.**
- B. Update the Wait Activity in the journey to the correct date.
- C. Stop the journey and restart it when codes are active.

Answer: A

Explanation:

If an issue arises where discount codes will be unavailable for 2 days and the second email in the journey contains a discount code scheduled to be sent the following morning, the associate should pause the journey and restart it when the codes are active. Pausing the journey temporarily halts all activities without losing the progress or data of the contacts already in the journey. Once the discount codes are available, the journey can be restarted, ensuring that the communications are relevant and accurate.

NEW QUESTION # 110

- A. Delivery Profile
- B. Security Settings
- C. Sender Profile

Explanation:

NEW QUESTION # 111

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