Q1) A user asks a Marketing Cloud admin to review their permissions since they are unable to send an email. The admin reviews the user profile and notices the user has three roles assigned: Content Creator, Data Manager, and Marketing Cloud Viewer. What should the admin do to resolve the issue so the user can send an email?

- ✅ 😀 Remove the Marketing Cloud Viewer Role
- ⚪ Edit permissions and Grant permissions to Send
- ⚪ Add the Role Marketing Cloud Channel Manager
- ⚪ Edit permissions and deselect Deny for Email Sending!

Q2) Which three options determine when a contact could enter a journey? Choose 3 answers.

- ✅ 😀 Re-entry at any time
- ⚪ Re-entry by date
- ✅ 😀 No re-entry
- ✅ 😀 Re-entry only after exiting

Q3) A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- ⚪ Add and Update
- ✅ 😀 Overwrite
- ⚪ Update Only
- ⚪ Add Only

Q4) Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- ⚪ Email Rachments
- ✅ 😀 Distributed Sending
- ⚪ Content Syndication
- ⚪ Analytics Builder

Q5) A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute. How would the admin ensure a notification is received when the query fails?

- ✅ 😀 Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings
- ⚪ Install the Marketing Cloud App on phone to receive Push Messages
- ⚪ Configure the "Event Notification Service" in Setup with their Email Address
- ⚪ Add their Email Address in the Query Activity Notifications Field

Q6) Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?

- ✅ 😀 License all appropriate users within the installed package
- ⚪ Install App-appropriate business units for expanded access
- ⚪ Configure the API Integration to allow all users access
- ⚪ Choose Public App Integration during the installation

Q7) A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?

- ⚪ Run a Bounce Email Report
- ✅ 😀 Query the Bounce Data View
- ⚪ Run an Account Send Summary Report
- ⚪ Query the Send Log

Q8) Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com). Which steps should be taken to implement this? Choose 2 answers

- ✅ 😀 Add a Domain to the Export Email Whitelist
- ⚪ Edit the entity Verification Settings
- ✅ 😀 Enforce Export Email Whitelist
- ⚪ Enable IP Whitelisting

Q9) Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content. Which activity would allow NTO to build the journey with the fewest activities possible?

- ⚪ Einstein STO
- ⚪ Wait Until Date
- ✅ 😀 Engagement Split
- ⚪ Join

Q10) NTO wants to copy journeys across business units. What could be used to replicate journey structure so it can be easily recreated in another account?

- ⚪ Journey Extracts
- ⚪ Copy activities
- ⚪ Journey Templates
- ✅ 😀 Deployment Manager