Q1) ____ identifies a contact within an account and ties together the contact, channels, and the relationship.

- Subscriber Key
- Contact ID
- ✅ 👤 Contact Key

Q2) The ____ is the same no matter what channel is used to send messages.

- Subscriber Key
- Contact ID
- ✅ 👤 Contact Key

Q3) The _____ is what allows you to connect contacts in multiple channels.

- Subscriber Key
- Contact ID
- ✅ 👤 Contact Key

Q4) In Mobile Studio, contacts are identified on _____, which becomes the Contact Key in Contact Builder.

- Contact Key

Explanation:-https://trailhead.salesforce.com/content/learn/modules/marketing-cloud-contact-management/understand-contacts-and-contact-model-relationships

- Contact ID
- ✅ 👤 Subscriber Key

Q5) _____ allows you to maintain multiple sets of subscriber attributes for a single email address.

- ✅ 👤 Subscriber Key
- Contact ID
- Contact Key

Q6) Link attribute groups and populations using the _____ value.

- Subscriber Key
- Contact ID
- ✅ 👤 Contact Key

Q7) _____ allows you to include a single email address multiple times on a list.

- ✅ 👤 Subscriber Key
- Contact ID
- Contact Key

Q8) _____ must be present in every sendable data extension.

- ✅ 👤 Subscriber Key
- Contact ID
- Contact Key

Q9) It's best to save populations for specific use cases where you need to create complex queries, such as if your account uses field-level encryption or when you're using API Entry Sources in Journey Builder.

- Incorrect
- ✅ 👤 Correct

Q10) You configure the retention policy settings when creating the data extension.

- Incorrect
- ✅ 👤 Correct