Q1) Global Conveyors has a new business unit. What should Admin do before creating business units?

✅ 😐 Map your Organizational Structure for business unit
⚪ Delete your users
⚪ Send a test email from Marketing Cloud
⚪ Rename your folders

Q2)

Northern Trail Outfitters (NTO) an outdoor gear store, manages customer relationships in Sales Cloud and sends emails in Marketing Cloud.

NTO offers a 30 day free trail program and sends three emails about the program each day:

- A follow up email to contacts who signed up for the program 14 days ago.

-A follow up email with a reminder about the trail expiration to contacts who signed up for the program 27 days ago.

NTO sends emails automatically from Marketing Cloud, using Sales Cloud reports that filter contacts by corresponding dates.

What type of campaign should be created to meet this requirement?

✅ 😐 Drip campaign
Explanation:-
Refer:

https://help.salesforce.com/articleView?
id=mc_co_30_day_drip_campaign_salesforce_reports_salesforce_data_extensions_and_automation_studio.htm&type=5

⚪ Trail campaign
⚪ Continuous campaign
⚪ Nurture campaign

Q3) As an administrator you have received the following request from the Marketing Team: We want to be able to act on real-time interaction data and pick the next best action depending on user behavior? Which Marketing Cloud add-on would best serve the purpose?

✅ 😐 Interaction Studio
⚪ Automation Studio
⚪ Journey Builder
⚪ None of these

Q4) Why is whitelisting the entire set of IP ranges for your region a best practice? Choose two.

⚪ It allows users to access Marketing Cloud regardless of their work location without extra authentication.
✅ 😐 It ensures Salesforce login pools can process end users' login authentication when accessing Salesforce.
⚪ It minimizes the use of verification codes required for logins, saving time for users and administrators.
✅ 😐 It avoids unintended service disruptions due to movement between primary and secondary instances.

Q5) A marketing team wants to export specific send data from their account on a weekly basis. This data needs to be encrypted and generated with specific column names which allow for import directly into a third-party analytics system. Which method should be used to pull the data from Marketing Cloud?

⚪ Query Activity
⚪ Tracking Data Extract
⚪ Data Extension Export
✅ 😐 Data Extension Extract

Q6) Global Conveyors is determining the marketing cloud instance (MID). What can the admin do with this information? Choose two answers.

✅ 😐 Configure a Web Collect URL
⚪ Configure Marketing Connect URL
⚪ Obtain appropriate URL endpoint for use with REST Service API
✅ 😐 Obtain appropriate URL endpoint for use with SOAP Service API

Q7) Which account type merges an account with a contact in a single view?

⚪ Commercial Account
⚪ User Account
✅ 😐 Person Account
⚪ Consumer Account

Q8) Global Conveyors requested the Admin configure a spam filter to exempt certain email messages from being filtered or rejected. Which process should the Admin apply?

⚪ Data filter
✅ 😐 allowlisting
Explanation:-
Allowlisting is the correct answer - https://help.salesforce.com/articleView?id=sf.mc_overview_glossary.htm

⚪ AMPscript
⚪ Workflow

Q9) A Marketing Cloud admin has created some profile attributes, but doesn't want the customer to see them in the profile center. How should the attributes be configured?

⚪ Mark the attribute as read-only.
⚪ Mark the attribute as a preference center attribute.
⚪ Mark the attribute as a profile attribute.
✅ 😐 Mark the attribute as hidden.

Q10) Which deliverability best practice helps the Marketing Admin build a positive sending reputation with ISPs?

✅ 😐 IP Warming
⚪ Subscriber Preview
⚪ Text Versions
⚪ Content Detective