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Q&A

Exam : **Marketing Cloud Developer**

Title : Salesforce Certified Marketing Cloud Developer (SU21)

Version : DEMO

1.A developer is creating a custom preference center and wants to log unsubscribe events from the CloudPage.

Which set of parameters should be captured and provided to the LongUnsubEvent Execute Call to ensure accurate unsubscribe information?

A. SubscriberKey and JobID

B. SubscriberID and BatchID

C. EmailAddress and JobID

D. SubscriberKey and BatchID

Answer: A

2.A developer wants to include a comment within an AMP script code block for the benefit of other developers who will be reviewing the code.

Which syntax should the developer use?

A. < !- This is a comment

B. // This is a comment

C. -- This is a comment

D. /" This is a comment */

Answer: D

3.A developer needs to configure an Email Send Logging Data Extension for a new business unit.

Which option should be used?

A. Create and ensure it has the name "Send Log"

B. Salesforce Support should create the data extension

C. Create from a copy of an existing Send Log in another business unit

D. Create using the SendLog Data Extension Template

Answer: D

4.What can be created in Attribute Groups within Contact Builder? Choose 2.

A. Data Extensions

B. Relationships

C. Populations

D. Attribute Groups

Answer: A,B

5.How often should a developer request a new token when making multiple API calls in v1?

A. When changing routes/objects

B. Before every new call

C. Once an hour

D. Every 15 minutes

Answer: D