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QUESTION 1

A developer wants to transformthe date and time \\'Data_Enrolled\\' from Daylight Savings time. How would the developer change the time to fall back one hour?

A. %%=DataAdd(Date_Enrolled,-1)=%%

B. %%=DateAdd(Date_Enrolled,-1 \\'H\\')=%%

C. %%=DateDiff(Date_Enrolled, 1, \\'H\\')=%%

D. %%=FormatDate(Date_Enrolled,-1,\\'HH\\',\\'en-us\\')=%%

Correct Answer: B

QUESTION 2

A developer wants to use the RaiseError Ampscript function when a subscriber does not have the necessary data to build an email. Which two outcomes are possible using this function? Choose 2 answer

A. The send fails

B. The email is not sent to the particular subscriber

C. An error message is sent to the From Address used in the email

D. The send is retried

Correct Answer: AB

QUESTION 3

A developer wants to retrieve daily JSON data from a customer\\'s API and write it to a data extension for consumption in Marketing Cloud at a later time.

What set of Server-Side JavaScript activities should the developer use?

A. Platform.Function.InvokeRetrieve(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();

B. Platform.Function.HTTPGet(); Platform.Function.ParseJSON(); Platform.Function.UpsertData();

C. Platform.Function.InvokeRetrievef); Platform.Function.Stringify(); Platform.Function.UpsertDE();

D. Platform.Function.HTTPGe(); Platform.Function.Stringify(); Platform.Response.Write();

Correct Answer: C

QUESTION 4

Certification Aid wants to automate the import of zipped files into a Data Extension. The zip files are placed onthe Marketing Cloud Enhanced FTP server every night. Which activity is needed before those files can be imported? Choose 1.

A. File Import activity

B. Data Extract activity

C. Data Extension Import activity

D. File Transfer activity

Correct Answer: D

QUESTION 5

Northern Trail Outfitters (NTO) uses a numeric identifier for Subscriber Key. Customer data is stored in a data extension with the Subscriber Key set as a Primary Key.

Which step is required for NTO when creating relationships for this data extension in Data Designer\\'

A. Link the Contact ID to the Subscriber Key when creating the relationship

B. Use a one-to-one cardinality when creating the relationship

C. Link the ContactKey to the Subscriber\\'s email address when creating the relationship

D. Set Subscriber Key as a text data type before linking the data extension to Contact Key

Correct Answer: A

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