



# C9010-260<sup>Q&As</sup>

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**QUESTION 1**

A specialist is running Unica Campaign using Oracle WebLogic as web application server. The specialist configures WebLogic's JDBC data source for Campaign system tables and tests the data source by using "Test Configuration" or "Test Data Source" button. Which two of the following conditions are necessary for this to be successful?

- A. The JDBC URL needs to be properly configured.
- B. The Unica .war or .ear files must be deployed and running.
- C. The JNDI name needs to be set to UA\_SYSTEM\_TABLES.
- D. The ODBC settings need to have been correctly configured.
- E. The classpath in the setDomainEnv script needs to be set correctly.

Correct Answer: AE

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**QUESTION 2**

An administrator has just installed Unica Platform and Unica Campaign. The user wants to change permissions for the out of the box delivered users. Which security policies and permissions are delivered on first install (or in other words, out of the box) with Unica Campaign?

- A. Local policy
- B. Global policy and System policy
- C. System policy and Customer policy
- D. Administrative permissions and Global policy

Correct Answer: D

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**QUESTION 3**

A user assigns a Global Suppression to an audience level. How does Unica Campaign ensure that the audience keys listed in the suppression list will never make it into a list generated by a flowchart? Campaign automatically removes:

- A. all IDs in the Global Suppression list from the table catalog.
- B. the IDs in the Global Suppression list from every top level Select, Extract or Audience process.
- C. all IDs in the Global Suppression list from every top level Segment, Sample or Snapshot process.
- D. the IDs in the Global Suppression list from the final Select, Extract or Audience process just before the data is written out of the CampaignSystem.

Correct Answer: B

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**QUESTION 4**

A user has added a new Unica Campaign Attribute and would like to make that attribute available to the Cognos reports. To do this, the user needs to:

- A. use the Reports SQL generator to update the existing reporting views.
- B. use the Reports SQL generator to create new views which include the new attribute.
- C. do nothing, once the new column is added the reports model is automatically updated.
- D. use the Cognos application administrator to create a new data framework which includes the new attribute.

Correct Answer: B

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**QUESTION 5**

In Unica Campaign, when can a specialist configure whether a mailing should be Standard or Transactional?

- A. While configuring the Output List table.
- B. While configuring the Emessage document.
- C. While configuring the Emessage mailing tab.
- D. While configuring the Emessage process box.

Correct Answer: C

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**QUESTION 6**

A customer wants to use a mapped table in a flowchart which can only be written to and not selected from. What kind of table BEST suits this purpose?

- A. A base table.
- B. A general table.
- C. A dimension table.
- D. A mapped table based on a flat file.

Correct Answer: B

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**QUESTION 7**

Does Unica Campaign take advantage of clustering? A specialist has deployed Unica Marketing Platform in a cluster and now would like to deploy Campaign in cluster. Will this work?

- A. Yes, it is fully supported.



- B. Yes, but only after turning on the sticky bit from the web application server.
- C. Yes, but only if load balancing was used in front of the cluster managed server.
- D. No, it is not supported.

Correct Answer: D

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#### QUESTION 8

If a database loader utility is properly configured and used, it will almost always help to improve flowchart performance. Where can the specialist determine if the loaders are configured for use?

- A. Look on the partitions level for the loader settings, as these will control all data source loader settings.
- B. Look on the partitions level for the server and then optimization settings, as these will control all data source loader settings.
- C. Look on the partitions-partition[n]-datasources level and then look for the UA\_System\_Tables data source loader settings, as these setting will override all other data sources.
- D. Look on the partitions-partition[n]-datasources level and then look for both the UA\_System\_Tables database loader settings, as well as all of the user table data source loader settings.

Correct Answer: D

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#### QUESTION 9

Within a flowchart a user wants to switch audiences from the Household level to the Customer level. In order to do this, a table containing both columns is necessary. This can be accomplished by mapping a table:

- A. into the catalog twice, once at the Household level and once at the Customer Level.
- B. into the catalog and select the Household column and the Customer column when selecting the audience level.
- C. in as a base table at the Household level and then map the same table in as a dimension table joined to the base table on the Customer column.
- D. in at the Household level as a table is normally mapped and then use the "Specify Additional Audiences" screen to select the Customer column within the table.

Correct Answer: D

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#### QUESTION 10

A user variable is a convenient way to:

- A. group together a set of attributes.
- B. build a complex expression using raw SQL.



- C. share a derived expression with other users for use in other flowcharts.
- D. substitute a value into an expression or query so that it's not hard-coded.

Correct Answer: D

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#### QUESTION 11

A user is designing a Campaign flowchart. The user wants to retrieve and use a derived field which was saved in a previous Campaign. Which of the steps below is correct to achieve this task?

- A. The user cannot retrieve derived field expressions saved in other Campaigns.
- B. Search the previous Campaign and copy the required derived field expression.
- C. Retrieve the expression from the Stored Derived fields directory from the Options menu.
- D. Retrieve the expression from the Stored Derived fields directory in a Select process box.

Correct Answer: D

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#### QUESTION 12

A user would like to create a 10% holdout control group from a Cell which contains 1000 Audience IDs. Which Unica Campaign flowchart process box is the BEST way to accomplish this?

- A. Merge process
- B. Sample process
- C. Segment process
- D. Snapshot process

Correct Answer: B

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#### QUESTION 13

A user wants to use data from another table that shares the same Audience ID as the base table. To maintain system flexibility and performance this table should be mapped into Unica Campaign as a:

- A. fact table.
- B. general table.
- C. dimension table.
- D. base record table.

Correct Answer: C

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#### QUESTION 14

Unica Marketing products that are installed as a Suite including Unica Campaign, must be installed on the same network domain. The reason for this requirement is to:

- A. expedite installation.
- B. minimize maintenance effort.
- C. minimize troubleshooting effort.
- D. comply with browser restrictions designed to limit cross-site scripting security risks.

Correct Answer: D

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#### QUESTION 15

A user is working to divide a group of Clients into homogenous buckets based on different attributes. This operation is best performed within which Unica Campaign process?

- A. Merge Process
- B. Select Process
- C. Sample Process
- D. Segment Process

Correct Answer: D

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