



# 1Z0-412<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

A client would like to write a Status of "Not Started" for all from submit activities that Eloqua writes CRM. What would you do?

- A. Nothing. Activity field values cannot be modified.
- B. Contact Eloqua Product Support to have this changed on the back end.
- C. Add an update rule to Program Builder to populate Status before the Integration Events fire.
- D. Edit external calls to change the value from "Completed" to "Not Started" and document this on the Activities tab of the client's field mapping spreadsheet.

Correct Answer: D

Reference: [https://docs.oracle.com/cd/E18727\\_01/doc.121/e13581/T181945T327430.htm](https://docs.oracle.com/cd/E18727_01/doc.121/e13581/T181945T327430.htm)

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### QUESTION 2

Which two statements are true about the integration between Eloqua and CRM?

- A. In outbound external calls, a single Eloqua field can be mapped to more than one CRM field.
- B. In an auto sync, a single CRM field can be mapped to multiple Eloqua fields.
- C. In outbound external calls, multiple Eloqua fields can be mapped to a single CRM field.
- D. Testing the "Create Lead" external call by using Test ExternalCall works only if the lead does not yet exist in the CRM system.
- E. If multiple contacts exist in CRM with the same email address and an Eloqua contact submits a form with this email address, Eloqua writes the form submit activity to all CRM contacts.

Correct Answer: BC

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### QUESTION 3

When you create Eloqua Contact fields as indicators for Contact Security Labels, why are standardized picklists important?

- A. They provide exact values for the decision rules to match against.
- B. They make it easier to copy the fields.
- C. Program Builder decision rules do not evaluate open text fields.
- D. They are easier to filter on.

Correct Answer: D

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Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA.pdf](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA.pdf)

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#### QUESTION 4

You are exporting a list of records for a Direct mail campaign and want to include the PURL. What do you do?

- A. Create a Field Merge for the Contact Field "PURL Name" and include this in the data export.
- B. Create a Contact View with the fields to be included in the data export and Include the Contact Field "PURL Name."
- C. Create a Contact Field "Direct Mail PURL" and upload the PURL values into Eloqua before exporting your list.
- D. Create a Signature Rule and use the Contact Field "PURL Name" as the Key Contact field.

Correct Answer: D

Reference: <https://community.oracle.com/community/topliners/do-it/blog/2012/02>

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#### QUESTION 5

Which statement describes how a custom object record links to contacts?

- A. A custom object record can be linked to multiple contact records by using any unique identifier.
- B. A custom object record can be linked to a single contact only by using the email address.
- C. A custom object record can be linked to multiple contact records only by using the email address.
- D. A custom object record can be linked to a single contact record by using any unique identifier.

Correct Answer: D

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