



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

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

Which field do you configure Output Format for so that the full event date (i.e. January 28, 2014). Is displayed in the confirmation and reminder emails that are sent from the Event Module?

- A. Field Merge
- B. Contact
- C. Event Header
- D. Form

Correct Answer: C

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### QUESTION 2

You are a customer Administrator. You create a new campaign and want to restrict who is able to edit, delete, and activate the campaign. What do you do after saving the campaign?

- A. From the campaign, edit access from the "Settings" menu option.
- B. From the campaign, edit access from the "Permissions" menu option.
- C. From the Setup > Users area, edit access to Asset Creation in Security Group Overview.
- D. By default, only the creator of the asset has full access and no further action is required.

Correct Answer: C

Reference:

[https://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/SecurityGroups/Tasks/ConfiguringAssetCreationSettings.htm](https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/Tasks/ConfiguringAssetCreationSettings.htm)

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### QUESTION 3

When creating a new Data Export to an Eloqua-hosted URL, which two settings are configurable?

- A. File Name
- B. Port Number
- C. Row Delimiter
- D. File Size

Correct Answer: BC

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#### QUESTION 4

Which three options can you use to access Eloqua profiler?

- A. CRM
- B. Direct URL
- C. Insight Reporting
- D. The Eloqua application
- E. Eloqua Profiler iOS app

Correct Answer: ABD

Reference:

<https://community.oracle.com/community/topliners/do-it>

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#### QUESTION 5

You are building a data standardization program and want to test the program flow before creating the remaining data tools. You have selected the action "Run Update Rule Set" so that you can come back and select update rules after they have been created. When you enable the program, the program checker displays this error message: "the program cannot be enabled because it has not been fully configured."

What do you do?

- A. Override and enable the program.
- B. Disable the steps that contain actions without Update Rules selected, and then enable the program.
- C. Change the steps that contain actions without Update Rules selected to "No Action - Pass Through Step," and then enable the program.
- D. Change the steps that contain actions without Update Rules selected to "No Action - Wait specified time," and then enable the program.

Correct Answer: B

Reference:

[http://docs.oracle.com/cloud/latest/marketingcs\\_gs/OMCAA/Help/ProgramBuilder/ProgramBuilder StepActions.htm](http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/ProgramBuilder/ProgramBuilder%20StepActions.htm)

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