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QUESTION 1

Which three token types can be used to insert a date into an email? (Choose three.)

- A. Rich Text
- B. Date
- C. Calendar File
- D. Number
- E. Text
- F. Score

Correct Answer: BCD

Reference: <https://nation.marketo.com/t5/Product-Discussions/Dynamic-date-token-for-email/m-p/53403>

QUESTION 2

A marketer is building a Preference Center on a Marketo landing page and wants to provide a Department drop-down for those who select University as a company type. Which form property should be edited?

- A. Mask Input
- B. Visibility Rules
- C. Validation Message
- D. Field Type

Correct Answer: B

QUESTION 3

Which feature of Marketo requires an approval segmentation prior to it being functional?

- A. Custom Snippets
- B. Dynamic Content
- C. System Tokens
- D. Program Cloning

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Understanding+Dynamic+Content>

QUESTION 4

What is the difference between hard bounces and soft bounces?

- A. A hard bounce happens when an email is rejected by a spam filter; a soft bounce means an email address is invalid.
- B. A hard bounce renders a lead email address invalid; a soft bounce gets automatically resolved within a few days.
- C. A soft bounce renders a lead email address invalid; a hard bounce gets automatically resolved within a few days.
- D. A soft bounce happens when an email is rejected by a spam filter; a hard bounce means an email address is invalid.

Correct Answer: B

Reference: <https://docs.marketo.com/display/public/DOCS/Hard+and+Soft+Bounces+in+Email>

QUESTION 5

A marketer's CRM requires that States be entered as a 2-digit abbreviation. The marketer wants to display full state names in the form picklists. How should this be done?

- A. Use Mark Input to display the abbreviation while storing the full state
- B. Store the full state in "Stored Value" and the abbreviation in "Display Value" on the form field settings
- C. Store the full state in "Display Value" and the abbreviation in "Stored Value" on the form field settings
- D. Use Mark Input to display the full state value while storing the abbreviation

Correct Answer: B

Reference: <https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Admin-Operational/ba-p/242936?comment=34298>

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