

# 1Z0-340<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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**QUESTION 1**

Which Default Update Logic would you choose if the client would like the Salesperson contact field to be updated even if the new value is blank?

- A. update if new value is not blank
- B. update if blank
- C. always update
- D. update if new email address

Correct Answer: B

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

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**QUESTION 2**

When uploading users into Eloqua who will only be used for dynamic signatures, which security group acronym must be used in the SecurityGroup column?

- A. SALE
- B. EXEC
- C. DSIG
- D. CADM

Correct Answer: B

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**QUESTION 3**

What does it mean when a contact has "No Status" for an email group status?

- A. They have neither subscribed nor unsubscribed to that group and will receive emails of that type.
- B. They were previously subscribed and have now unsubscribed to that group and will receive emails of that type.
- C. They were previously subscribed and have now unsubscribed to that group and will not receive any emails of that type.
- D. They have neither subscribed nor unsubscribed to that group and will not receive any emails of that type.

Correct Answer: D

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**QUESTION 4**

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.
- D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

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#### QUESTION 5

When creating an email using Email Editor, which two items are required? (Choose two.)

- A. Preview Text
- B. Subject Line
- C. Email Tracking
- D. Email Group
- E. Personalized From Line

Correct Answer: AB

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