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QUESTION 1

A Unica Campaign deployment on a UNIX operating system requires access to a customer data source in a Teradata Database. To access the Teradata data source, which database environment variable needs to be defined in the Campaign startup script?

A. ODBC

B. ODBCINI

C. TD_DBPATH

D. TD_DBHOME

Correct Answer: B

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

QUESTION 3

A specialist needs to remove some lingering temp tables. Which Unica Campaign V8.5 utility should be used?

A. unica_acsvr

B. unica_svradm

C. unica_acclean

D. unica_acsesutil

Correct Answer: C

QUESTION 4

A Unica Campaign has been designed to personalize offers for individuals via dynamic parameterization of offer

attributes. Which Campaign system table records the offer(s) received by the individuals?

A. Flowchart Table

B. Contact History Table

C. Response History Table

D. Detailed Contact History Table

Correct Answer: D

QUESTION 5

A specialist is running a Call List process box in a Unica Campaign flowchart with the Contact History logging option turned off and Create Treatments Only is not selected. What is the result of this action?

A. Contact History, Detailed Contact History, Treatment History and Offer History tables do not get populated with the contact data.

B. Contact History table is not populated with the contact data, but the Detailed Contact History, Treatment History and Offer History tables arepopulated with the contact data.

C. Contact History table, Offer History table and Treatment History table are not populated with the contact data, but the Detailed Contact Historytable is populated with the contact data.

D. Contact History table and Detailed Contact History table are not populated with the contact data, but the Treatment History and Offer Historytables are populated with the contact data.

Correct Answer: A

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