

9A0-389.exam.22q

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9A0-389

Adobe Campaign Developer

Exam A

QUESTION 1

Which is required when creating a new Plan?

- A. Description
- B. Parent
- C. Start and end date
- D. Nature

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC6.1/en/CMP_Marketing_campaigns_Setting_up_marketing_campaigns.html

QUESTION 2

A user receives an Adobe Campaign email notification where they are informed that approval is needed for a certain delivery. The user logs into the Adobe Campaign console and wants to approve the mentioned delivery via the delivery dashboard but the approval link is NOT displayed there. What would cause the approval link to NOT be shown?



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- A. The delivery has already been approved by another operator.
- B. The user needs to belong to the "Delivery operators" group in order to see the link.
- C. Only the link provided in the email notification can be used to approve the delivery.
- D. The content of the delivery needs to be approved by another operator first.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 3

What is the purpose of the “Taken into account if” expression on a predefined filter?

- A. The “Taken into account if” expression provides the marketing user with a drop-down to select which conditions to apply.
- B. The conditions on which the “Taken into account if” expression is applied will only be used if the “Taken into account if” expression is true.
- C. The “Taken into account if” expression is used to only display an input when the expression is true.
- D. The “Taken into account if” expression can be used to format the filter result

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.campaign.adobe.com/doc/archives/en/610/platform-v6.1-en.pdf> (p.170)

QUESTION 4

You want to add the following new columns to the output of a direct mail file extract:

<firstparturl><firstName>-<lastName>

Firstparturl is already declared in a JavaScripts activity which will be executed before the targeting query:

```
vars.firstparturl = 'http://www.amazingcompany.com/u=';
```

The additional column for recipient called John Doe should look like this: http://www.amazingcompany.com/u=John-Doe

How would you have created the expression in the query activity (Additional columns window) in order to meet the above mentioned requirement?

- A. 'vars.firstparturl'+vars.firstName+'-'+vars.lastName
- B. \$(vars/@firstparturl)+@firstName+'-'+@lastName
- C. \$(vars.firstparturl)+firstName+'-'+lastName
- D. 'vars.firstparturl'+\$(vars/@firstName)+'-'+\$(vars/@lastName)

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 5

You want to see the email column in the list of the field recipient records. What should you do?

- A. Add the email to the navtree definition.
- B. Add the email to the form definition.
- C. Add the email to the "configure list" menu.
- D. Add the email to the schema definition.

Correct Answer: C

Section: (none)

Explanation

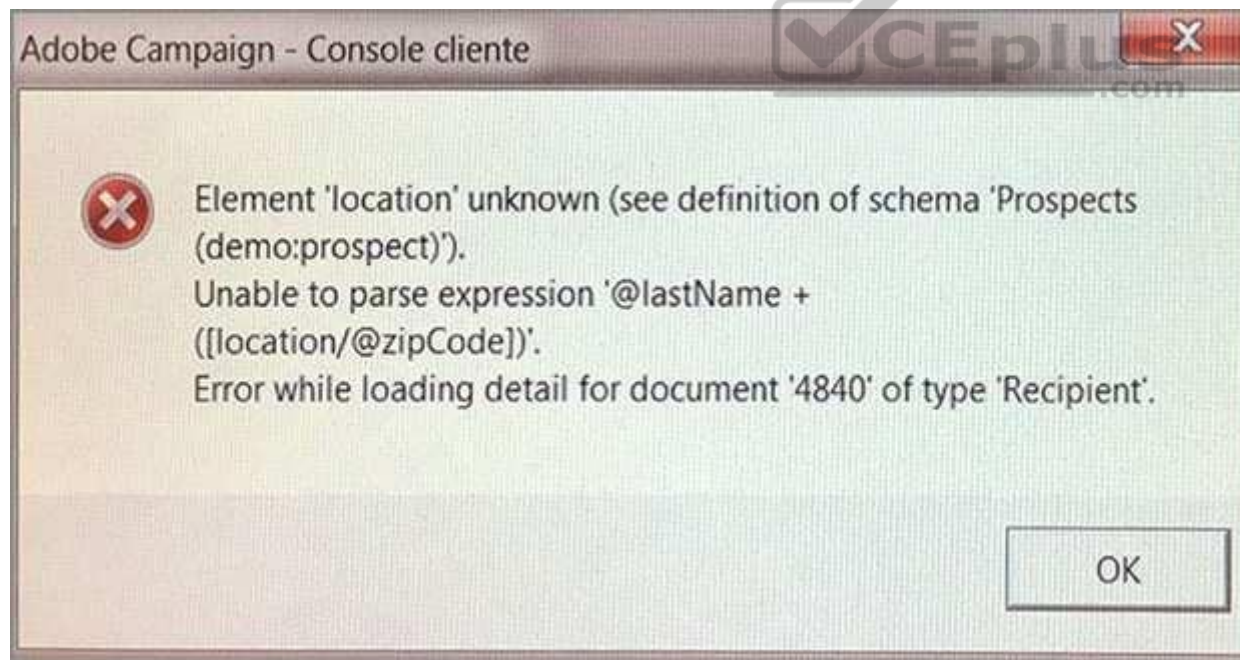
Explanation/Reference:

QUESTION 6

A new schema is defined. This error appears when the schema is saved. What is the reason for this error?



```
<srcSchema name="prospect namespace="demo"/>
  <element name="prospect">
    <key name="email">
      <keyfield xpath="@email"/>
    </key>
    <compute-string expr="@lastName + [location/@zipCode]"/>
    <attribute length="50" name="email" type="string"/>
    <attribute length="20" name="lastName" type="string"/>
    <attribute length="20" name="firstName" type="string"/>
    <attribute name="zipCode" type="short"/>
  </element>
</srcSchema>
```



- A. The location element is incorrect.
- B. The compute-string is incorrect.
- C. The type of the zip code attribute is incorrect.
- D. The prospect does not have a zip code.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 7

How should you organize the creation of the following tasks?

- A. Campaign – Program – Plan - Delivery
- B. Delivery – Campaign – Plan – Program
- C. Plan – Program – Campaign – Delivery
- D. Program – Delivery – Plan – Campaign

Correct Answer: A

Section: (none)

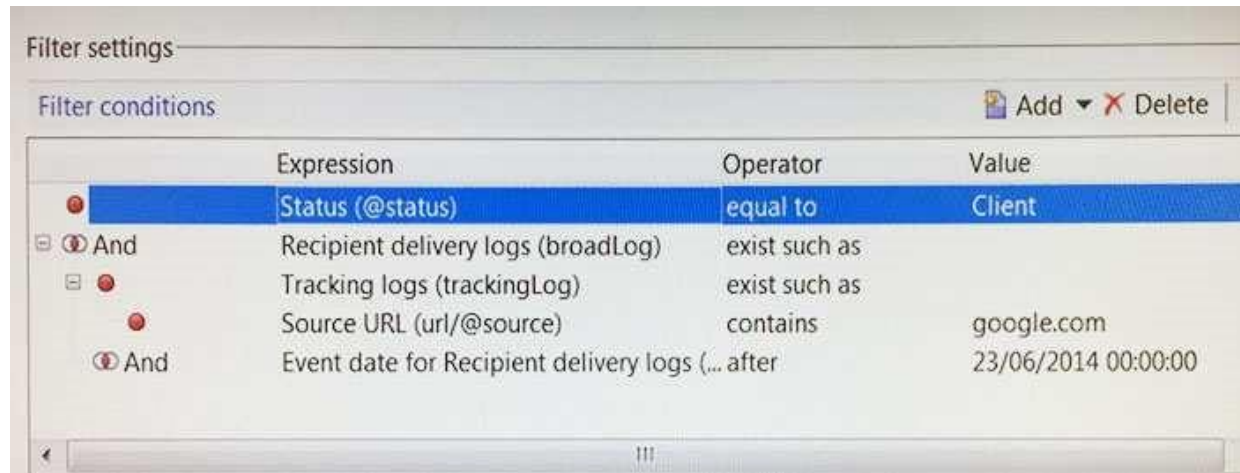
Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC6.1/en/CMP_Marketing_campaigns_Overview.html

QUESTION 8

Which two parts of this query could potentially cause performance problems? (Choose two.)



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- A. The “equal to” operator is not efficient.
- B. The “url” is a table with high volumes.
- C. The “tracking log” is a table with high volumes.
- D. The “exist such as” operator is not efficient.

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 9

Which XML element correctly defines a text attribute in a schema?

- A. <attribute name="COMPANY" type="string" length="50" label="company"/>
- B. <attribute name="company" type="string" length="50" label="Company"/>
- C. <attribute name=company type=string length=50 label=company/>
- D. <attribute name="company" type="text" length="50" label="Company"/>

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC6.1/en/CFG_Schema_Reference_Elements_and_attributes.html

QUESTION 10

There is an import workflow and an aggregates workflow. The aggregates need to be recalculated every time new data is imported. Which should you use as the first activity of the aggregates workflow?

- A. A JavaScript activity that contains the OnReceiveEvent method.
- B. A Scheduler activity that runs every 5 minutes.
- C. A Signal activity that is called from a PostEvent method.
- D. A Jump that is called from another Jump.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 11

A store runs a satisfaction survey every year. The purpose of the survey is to measure the change in satisfaction over the years. How should you store the survey responses?

- A. At attribute in the recipient schema.
- B. An archived field in the survey.
- C. An attribute in the broad log schema.
- D. A database field in the survey.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 12

How would you setup a container in a form in order to make it visible for operators with the named right Managementgroup2?

- A. `<container xpath="HasNamedRight" label="Managementgroup2" visible="true" ...>`
- B. `<container type="visible" ...>`
 `<condition expr="@namedRight = 'Managementgroup2'"/>`
 `...`
 `</container>`
- C. `<container visibleIf="HasNamedRight('Managementgroup2')" ...>`
 `...`
 `</container>`
- D. `<container enableIf="expr='[@namedRight]= Managementgroup2'" ...>`
 `...`
 `</container>`

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 13

What does it mean to "Enable but do not execute" a workflow Activity, assuming the workflow has been started?

- A. The workflow will execute up until the specified Activity, skip it, and continue without error.
- B. The workflow will execute up until, but not through, the specified Activity.
- C. The workflow will execute up until the specified Activity, prepare it to run, and then pause.
- D. The workflow will execute through the specified Activity and then pause.
- E. The workflow will execute through the specified Activity normally. but will log additional data in the Journal.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://forums.adobe.com/thread/2223801>

QUESTION 14

How would you set up the query of a predefined filter in order to get all recipients with blacklisted email addresses?

- A. no longer contact by direct mail or no longer contact by email or status for info on the e-mail equal to Quarantine
- B. no longer contact (by any channel) or no longer contact by email or status for info on the e-mail equal to Blacklisted
- C. no longer contact (by any channel) and no longer contact by email and status for info on the e-mail equal to Blacklisted
- D. no longer contact by direct mail and no longer contact by phone and status for info on the e-mail equal to Quarantine

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:



QUESTION 15

Which file handles incoming SOAP requests in Adobe Campaign?

- A. nljsprouter.jsp
- B. soaprouter.jsp
- C. soapservice.jsp
- D. soapservice.php
- E. jsprequest.jsp
- F. neorouter.jssp

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC6.1/en/CFG_API_Web_service_calls.html

QUESTION 16

The schema below contains an address element. How would you display the first line of the address?

```
<srcSchema>
  <element desc="Information about the geographical location" label="Location" name="location">
    <attribute label="Address 1 (apartment)" length="80" name="address1" type="string"/>
    <attribute label="Address 2" length="80" name="address2" type="string"/>
    <attribute label="Address 3 (Number and street)" length="80" name="address3" type="string"/>
    <attribute label="Address 4 (country)" length="80" name="address4" type="string"/>
    <attribute label="Zip/Postcode" length="20" name="zipCode" type="string"/>
    <attribute label="City" length="75" name="city" type="string" userEnum="city"/>
    <attribute label="State/Province code" name="stateCode" type="string"/>
    <attribute advanced="true" label="Country code" length="3" name="countryCode" type="string"/>
    <join xpath-dest="@id" xpath-src="@idPurchase"/>
  </element>
</srcSchema>
```

- A. <input xpath="location/address1"/>
- B. <input xpath="address1"/>
- C. <input xpath="location/@address1"/>
- D. <input xpath="@address1"/>

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC6.1/en/CFG_Input_forms_Form_structure.html **QUESTION 17**

Which statement best applies to the following schema?

```
<srcSchema name="recipient" namespace="cus">
  <element name="recipient">
    ...
    <element label="company" name="company" revCardinality="single" revLabel="Contact"
target="cus:company" type="link"/>
    ...
  </element>
</srcSchema>
```

- A. A 1:N relationship to the cus:recipient schema is declared
- B. A 1:N relationship to the cus:company schema is declared
- C. A 1:1 relationship to the cus:recipient schema is declared
- D. A 1:1 relationship to the cus:company schema is declared

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:



QUESTION 18

What could we do to improve the integrity of the following API function?

```
//function to reset the email address of a customer
function neo_customer_reset(customerId, emailAddr)
{
    var strCustomer = neo.customer.load(customerId);
    strCustomer.contactInfo.emailAddr = emailAddr;
    strCustomer.save();

    return "Successfully Updated";
}
```



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- A. Return a DOMElement instead of a string
- B. Include a try – catch statement to catch errors
- C. Store the incoming arguments in an array
- D. Use the queryDef API instead of the load() and save() methods
- E. Include a conditional If statement to catch errors

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 19

You want to create a landing page that has a width of exactly 800 pixels. What should you do?

- A. Create an HTML node within the page and specify the page width.
- B. Open the page properties and set the "page width" attribute.
- C. Open the rendering and add a CSS directive to overload the page width.
- D. Create a JavaScript activity and set the page width attribute within the context.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 20

Which XML element correctly defines a 32-bit integer field?

- A. `<attribute name="count" label="Count" type="integer" />`
- B. `<attribute name="count" label="Count" type="long" />`
- C. `<attribute name="count" label="Count" type="integer" length="32" />`
- D. `<attribute name="count" label="Count" type="long" length="32" />`

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Reference: <https://docs.campaign.adobe.com/doc/archives/en/602/configuration-v6.0-en.pdf>

QUESTION 21

You create a new operator in Adobe Campaign. You decide the operator will NOT need access to the system via the rich client console. Which statement is true when rich client access is forbidden?

- A. The operator cannot login via the rich client but has web access and is authorized to make API requests
- B. The operator can only access the system through SSH
- C. The operator cannot login via the rich client or make API requests but will have web access
- D. The operator cannot login via the rich client and has to access all functionality through a web interface

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Reference: https://docs.campaign.adobe.com/doc/AC6.1/en/INS_Overview_General_architecture.html

QUESTION 22

A new attribute is added to the recipient schema. The error message shown below appears when opening the recipient. What is the cause of the error?

```
<srcSchema name="recipient" namespace="demo">

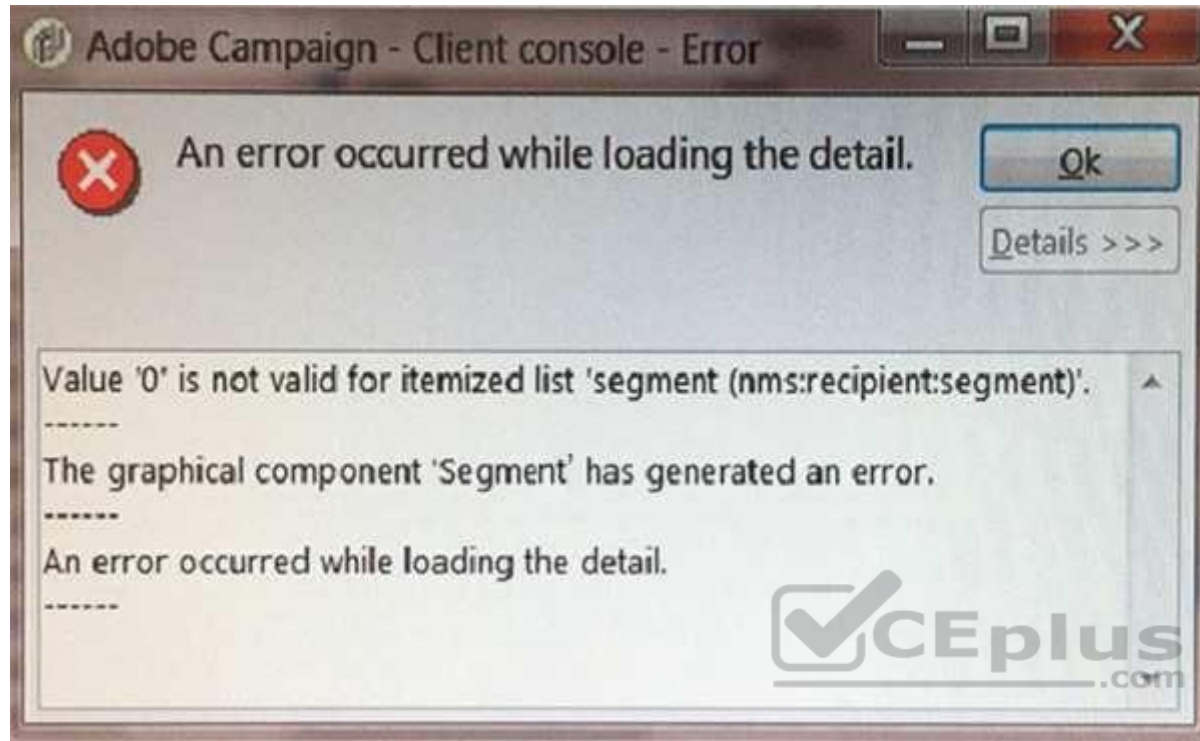
  <enumeration basetype="short" default="bronze" name="segment">
    <value label="Bronze" name="bronze" value="1"/>
    <value label="Silver" name="silver" value="2"/>
    <value label="Gold" name="gold" value="3"/>
  </enumeration>

  <element desc="Recipient table (profiles" img="nms:recipient.png" label="Recipients"
    labelSingular="Recipient" name="recipient">

    <attribute enum="segment" name="segment" type="short"/>

  </element>

</srcSchema>
```



- A. The segment attribute is wrong.
- B. The navtree definition is incorrect.
- C. The value of the segment in the recipient record is incorrect.
- D. The form definition is incorrect.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:



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