Oracle

1Z0-349 Exam

Oracle Eloqua Marketing Cloud Service 2017 Implementation Essentials Exam

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Version: 9.0

Question: 1

You notice that one of the required email groups is not showing up on the subscription management page.
What is causing this?

A. The “Include this Email group on the Subscription Management page” check box must be selected.
B. The email group has not been activated.
C. A subscription confirmation page has not been configured.
D. The email group title contains special characters.

Answer: C

Reference:
http://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EmailGroups/Tasks/EditingTheSubscriptionManagementPage.htm

Question: 2

Exhibit:

Default	Bounceback			Forward	
	Name	Address		Name	Address
✓	Jessica -	elqbounceback@	[Subdomain]	Eloqua Support	support-configuration@eloqua.com

What is the process to activate this green check mark?

A. Your client must complete the Branded Bounceback Address Configuration Workbook. You can then use the values from this document to configure the bounceback domain in Assets> Email Setup> Email Defaults.
B. Your client must complete the Branded Bounceback Address Configuration Workbook and submit this to Oracle support. After Oracle has created the bounceback domain, the green check mark will appear in Assets> Email Setup> Email Defaults.
C. The default Reply-To email address needs to be specified in Assets> Email Setup> Email Defaults. This email address must be a valid email address.
D. Your client will provide you with access to their DNS control panel. Use the values from the DNS control panel to configure the bounceback domain in Assets> Email Setup> Email Defaults.
E. Your client must compete the Branded Bounceback Address Configuration Workbook. You can then use the values from this document to configure the bounceback domain in Setup> Company Defaults.

Answer: B

Question: 3

Which four additional Contact fields must you create in Eloqua to allow for the integration multiple CRMs?

A. CRM Email Opt Out
B. CRM Lead ID
C. Email Address
D. CRM Company
E. CRM Contact ID
F. CRM Account ID

Answer: B,C,E,F

Question: 4

While testing your client's Closed-Loop Reporting system, you notice that the report data Campaign ROI is inaccurate. What are two reasons for this?

A. Many campaigns are missing Actual Cost on the Campaign.
B. The Campaign association is being associated through all Contacts on the Opportunity.
C. The Campaign association is being associated through only the Primary Contact on the Opportunity.
D. Some Opportunities are missing Amount.
E. The client has chosen the Influenced attribution model.

Answer: B,E

Question: 5

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 should you do after saving the campaign?

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

Answer: D

Referencehttp://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/SecurityGroups/DefaultAssetPermissions.htm

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