



1Z0-340^{Q&As}

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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QUESTION 1

Which three list types are uploaded as part of implementation? (Choose three.)

- A. Geographic Regions
- B. Hard Bouncebacks
- C. Master Exclude Domains
- D. Sales Owners
- E. Unsubscribes

Correct Answer: BCE

QUESTION 2

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

QUESTION 3

Which two statements are true about the relationship between contacts and custom objects records in Eloqua? (Choose two.)

- A. A custom object record in a custom object can only link to one contact.
- B. Many contacts can link to the same custom object record in a custom object.
- C. A contact can link to only one custom object record in a custom object.
- D. A contact can link to more than one custom object record in a custom object.

Correct Answer: AD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/CustomObjects/CustomObjects.htm



QUESTION 4

After a Data Import has been created and saved, which two import settings can be modified? (Choose two.)

- A. Import Purpose
- B. Import Name
- C. Priority Source
- D. Schedule

Correct Answer: CD

Reference: https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/Apps/SalesforceApp/Tasks/CreatingImports.htm

QUESTION 5

Which levels of settings can be used to manage contact permissions and preferences?

- A. email defaults and signature rules
- B. contact-level security and email groups
- C. email footers and confirmation pages
- D. global subscribe and email groups

Correct Answer: B

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