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QUESTION 1

A user variable is a convenient way to:

- A. group together a set of attributes.
- B. build a complex expression using raw SQL.
- C. share a derived expression with other users for use in other flowcharts.
- D. substitute a value into an expression or query so that it's not hard-coded.

Correct Answer: D

QUESTION 2

A specialist runs a flowchart containing an Optimize process box. Which table is populated when this occurs?

- A. Contact History Table
- B. Detailed Contact History Table
- C. Proposed Contacts Table (PCT)
- D. Optimized Contacts Table (OCT)

Correct Answer: C

QUESTION 3

An administrator has created an offer template with an attribute 'Cost to company'. How should the above attribute be defined so that no user could change or override its value while creating an offer using the

forementioned template?

- A. Cost to company should be defined as a 'Static Attribute'.
- B. Cost to company should be defined as a 'Hidden Attribute'.
- C. Cost to company should be defined as a 'Custom Cell Attribute'.
- D. Cost to company should be defined as a 'Parameterized Attribute'.

Correct Answer: B

QUESTION 4

An administrator must install Unica Marketing products multiple times when setting up a clustered environment. Which installation mode would BEST serve this purpose?



- A. Supervised Mode
- B. Unattended (Silent Mode)
- C. Console (Command Line) Mode
- D. Windows GUI or UNIX X-windows mode

Correct Answer: B

QUESTION 5

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

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