

Oracle

Exam 1z0-412

**Oracle Eloqua and Oracle Content Marketing Cloud Service 2013
Implementation Essentials**

Verson: Demo

[Total Questions: 10]

Question No : 1

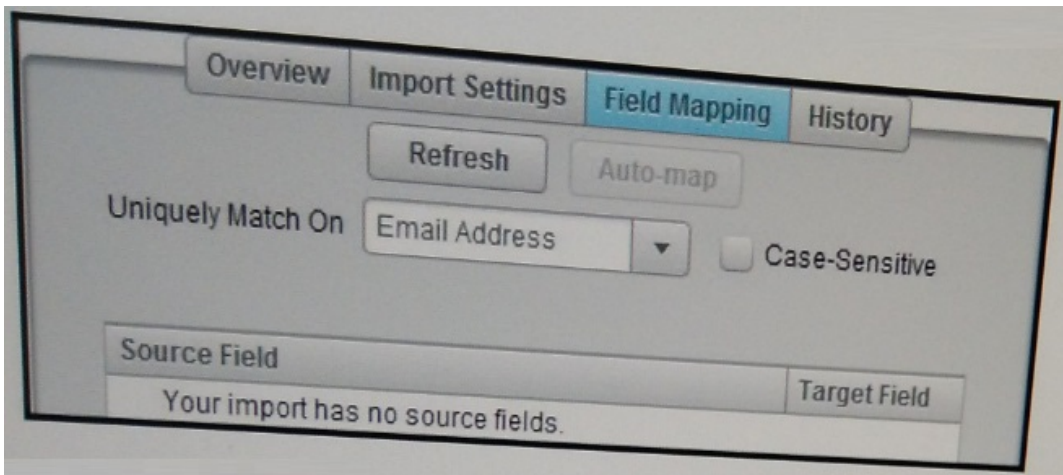
Which three entities can a SharedUpdate Rule be run against?

- A. Contacts
- B. Accounts
- C. Custom Objects
- D. Segments
- E. Filters

Answer: A,B,C

Question No : 2

Refer to the Exhibit.



You are configuring a Contact Data Import over SFTP. You select Import Settings and successfully test the connection with the Server URL. However, on the Field Mapping screen, you do not have any fields to map. What do you do?

- A. Install SFTP certificates within Eloqua.
- B. Enable Priority Source in the integration area.
- C. Confirm and re-enter the Path of the file location.
- D. Whitelist the Eloqua database IPs on the SFTP server.

Answer: C

Question No : 3

You submit a form and you are created as a new contact in Eloqua. When is your lead score calculated?

- A. Immediately
- B. During the next hourly execution of the Lead Scoring Engine
- C. 24 hours after the score was last calculated
- D. When you next perform an activity that meets any Engagement criteria

Answer: C

Question No : 4

You configure auto syncs Closed-Loop Reporting. In what order should they run?

- A. Get Opportunities
Get Opportunities and Link to Contacts
Get Contacts
- B. Get Opportunities and Link to Contacts
Get Contacts
Get Opportunities
- C. Get Contacts
Get Opportunities and Link to Contacts
Get Opportunities
- D. Get Contacts
Get Opportunities
Get Opportunities and Link to Contacts
- E. Order does not matter as long as data priority is set correctly

Answer: C

Question No : 5

When can the Unique Code of a custom object be changed?

- A. Anytime
- B. Only when there are no custom object records in the custom object
- C. Only when there are no custom object records in the custom object with a value in the

Unique Code field

D. Never; after it is selected and the custom object is saved, it cannot be changed

Answer: C

Question No : 6

Which two activities would result in a decrease in Sender Score?

- A. Recipients marking an email as spam
- B. Receiving a high number of soft bouncebacks
- C. Sending consistent email volumes
- D. Mailing to spam trap accounts

Answer: B,D

Question No : 7

In what section of SecurityGroup Overview do you control the screen of future areas that users can access?

- A. Signature Fields
- B. Interface Access
- C. Action Permissions
- D. Default Asset Permissions

Answer: B

Question No : 8

Which two entities can a Validation Rule be run against?

- A. Contacts
- B. Accounts
- C. Custom Objects
- D. Segments
- E. Filters

Answer: A,C

Reference:<http://book.cakephp.org/3.0/en/core-libraries/validation.html#validating-entities>

Question No : 9

What happens when the "Unsubscribe from Eloqua" web link is clicked on a CRM record?

- A.** The Eloqua Subscription Management page opens in a new window.
- B.** The Email Opt Out check box is selected on the CRM record, the CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in an Eloqua program.
- C.** The record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.
- D.** The CRM record is pulled into Eloqua during the next auto sync, and then the record is globally unsubscribed in Eloqua via an internal event, which triggers the Email Unsubscribe external call, which then selects the Email Opt Out check box on the CRM record.

Answer: B

Reference:

<https://community.oracle.com/community/topliners/do-it/blog/2012/09/03/effectively-removing-records-from-eloqua>

Question No : 10

When someone registers for a multi-session in-person event, a confirmation email is to be sent for each session with specific details of the event, including the date, time, and address.

Where do you configure the processing step to send the confirmation email such that the same email can be used for all sessions?

- A.** Campaign Canvas
- B.** Registration Form

- C. Event Module: New Registration Event Action
- D. Event Module: 1 Week Reminder Event Action

Answer: C