



# 1Z0-340<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2019 Implementation Essentials

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### QUESTION 1

Which is NOT considered a standard data object in Eloqua?

- A. Opportunities
- B. Accounts
- C. Contacts
- D. Leads

Correct Answer: A

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### QUESTION 2

Which two frequency options are NOT available in the drop down when creating Agents?

- A. Once
- B. Monthly
- C. Bi-Weekly
- D. Weekly
- E. Never
- F. Daily
- G. Quarterly

Correct Answer: CG

Reference: [https://www.youtube.com/watch?v=tt2An45P\\_7g](https://www.youtube.com/watch?v=tt2An45P_7g)

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### QUESTION 3

Which two scenarios are use cases for Program Builder? (Choose two.)

- A. Send Batch Email to a contact using a previously created Signature Rule.
- B. Feed contacts into a program based on Lead Score increases.
- C. Apply an External Activity to contacts entering the program.
- D. Send Batch Email to an email address listed within a custom object.

Correct Answer: BD

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#### QUESTION 4

Which is NOT possible within Program Builder?

- A. Send an email to an email address within a custom object record.
- B. Move contacts to a Listener Step within a Program Canvas.
- C. Assign ownership of a contract randomly through a round robin assignment.
- D. Add a re-evaluation frequency to a "No" path of every 10 minutes for one week.

Correct Answer: C

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#### QUESTION 5

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

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