



# 1Z0-412<sup>Q&As</sup>

Oracle Eloqua Marketing Cloud Service 2013 Implementation Essentials

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### QUESTION 1

In what section of Security Group Overview do you control the screens of future areas that users can access?

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

Correct Answer: A

Reference: [http://docs.oracle.com/cd/E12844\\_01/doc/bip.1013/e12188/T421739T475591.htm](http://docs.oracle.com/cd/E12844_01/doc/bip.1013/e12188/T421739T475591.htm)

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### QUESTION 2

You are creating a social sign-on form and are using a Cloud Component. From which asset would you configure settings of the LinkedIn Cloud Component?

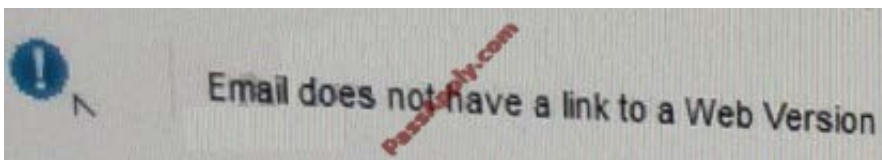
- A. Email
- B. Landing Page
- C. Form
- D. Custom Object
- E. Shared Filter

Correct Answer: C

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### QUESTION 3

After running the email checker on your email, you get the following result:



What happens when you activate the campaign that contains this email?

- A. The email is not sent.
- B. An online version is generated and placed in the email header.
- C. The email is sent.

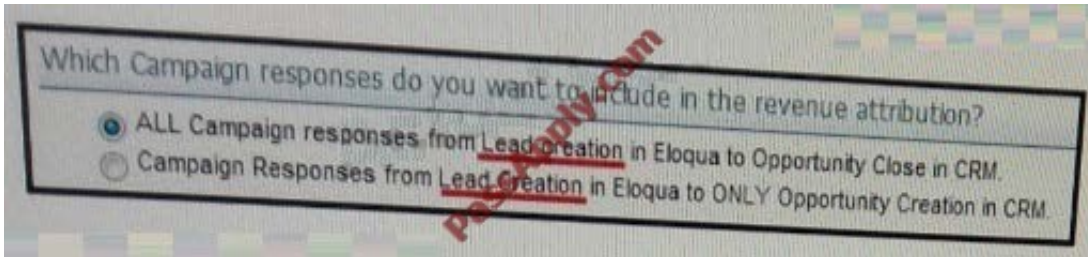


D. The campaign returns a draft error.

Correct Answer: D

#### QUESTION 4

Refer to the exhibit.



What does Lead Creation refer to?

- A. The Eloqua contact has a linked visitor profile.
- B. The Eloqua contact is associated to a CRM Opportunity.
- C. The Eloqua contact has responded to an Eloqua campaign.
- D. The Eloqua contact record has a value in the CRM Lead ID field.

Correct Answer: B

#### QUESTION 5

When editing a report with large volumes of data, it is more effective for an Insight Analyzer user to make changes in design mode because \_\_\_\_\_.

- A. Filters can be created more easily in design mode
- B. The report re-runs each time a change is made directly on the report
- C. The report re-runs each time a change is made in design mode
- D. Changes to columns can be made only in design mode

Correct Answer: C

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