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QUESTION 1

A user has added a new Unica Campaign Attribute and would like to make that attribute available to the Cognos reports. To do this, the user needs to:

A. use the Reports SQL generator to update the existing reporting views.

B. use the Reports SQL generator to create new views which include the new attribute.

C. do nothing, once the new column is added the reports model is automatically updated.

D. use the Cognos application administrator to create a new data framework which includes the new attribute.

Correct Answer: B

QUESTION 2

A specialist has just completed a Unica Campaign installation using SQL Server. When it was first accessed, the specialist sees that Manage Table Mappings > Show System Tables under the Campaign Settings appears but does not show any mapped system tables. The reason for this could be that:

A. the ODBC driver was not correctly configured.

B. the specialist does not have correct Campaign security policies.

C. the JDBC connection was incorrectly set in the web application server.

D. the database which contains the Platform system tables is not accessible.

Correct Answer: A

QUESTION 3

An administrator has just installed Unica Platform and Unica Campaign. The administrator now wants to add new users to the system and wants to set access and functional permissions. Where is security arranged and configurable for Unica Campaign?

A. In Unica Platform.

B. In Unica Campaign.

C. On the client\\'s web browser.

D. In the web application server.

Correct Answer: A

QUESTION 4

The custom macro has been configured to select on "audience id" and a return value. When this custom macro is executed an error is received. What could cause this problem?

A. There are user variables used in the custom macro.

B. The Expression Type is configured incorrectly for the custom macro.

C. The custom macro is the same as one of the Campaign built-in macros.

D. The custom macro is too large for the fields in the temp table ().

Correct Answer: B

QUESTION 5

A Unica Campaign has been designed to personalize offers for individuals via dynamic parameterization of offer attributes. Which Campaign system table records the offer(s) received by the individuals?

A. Flowchart Table

B. Contact History Table

C. Response History Table

D. Detailed Contact History Table

Correct Answer: D

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