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QUESTION & ANSWER

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Exam : C2080-470

Title : IBM Unica Campaign V8.5

Version : Demo

1.A user needs to output data from a Unica Campaign flowchart and does not need to utilize the data within the flowchart. This can be done by creating and outputting the data to a:
A. fact table.
B. general table.
C. dimension table.
D. base record table.
Answer: B

2.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.
Answer: B

3.A specialist is responsible for making sure that Unica Campaign flowcharts run successfully. If an error occurs, the specialist needs to be informed by email. Therefore, the specialist creates a batch script which interacts with the mail server and sends an email to the IT department helpdesk to be informed in case problems arise in a Campaign flowchart. Where can the specialist best relate to this script from within the Campaign flowchart? The specialist creates an outbound trigger, invokes the batch script in the trigger, and:
A. assigns a trigger in a mail list or call list process.
B. schedules a trigger to run on a case-by-case basis.
C. uses the eMessage process to send out these emails.
D. assigns it in the Advanced settings section on the Campaign flowchart and has the trigger run on Flowchart Run Error.
Answer: D

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 (<TempTable>).
Answer: B

5.In a Unica Campaign flowchart Select process, how can a custom macro be profiled so that it appears in the Select process "Available Fields" menu?
A. Select "Options" from the main menu in a flowchart, choose "Custom Macros...". Click "New Item" and add the macro name and field expression.Go to the "Select" process and choose the macro from the "Available Fields" column.
B. Select "Options" from the main menu in a flowchart, choose "Custom Macros...". Click "New Macro"

and add the macro name and fieldexpression. Go to the "Select" process and choose the macro from the "Available Fields" column.
C. In the "Select" process box, create a "Derived Field" with a field name Profile_Test and enter the macro name in the expression field. Go tothe "Select" process "Source" tab and select the macro from the "Available Fields" column.
D. In the "Select" process box "Source" tab, click the Input field and the drop-down list appears. Go to "Tables", select "UA_CUSTOMMACROS",and select the macro from the list. Select the macro when it appears in the "Available Fields" column.
Answer: C

6.A table Customer_master contains 1000 customer_ids. A select box was created and all the customer_ids from the table were selected. However, when the select box was run, the output cell contained only a fraction of the total customers. When a test query was performed in the above mentioned select box, all 1000 customers were selected. What could be cause of this issue?
A. Global suppression.
B. The Select process was not configured properly.
C. The table mapping of Customer_master are out-of-date.
D. Incorrect audience level has been chosen for the Customer_master table.
Answer: A

7.A user is trying to create RAW SQL in a Select process. "Select IDs with" is selected but when the user clicks on the advanced button the "RAW SQL for Record Selection" check box is greyed out. What is the user doing wrong?
A. The correct tables are not mapped in.
B. A SQL Custom Macro has not been created.
C. The Select process is in Point and Click mode.
D. Unica Campaign is not connected to the database.
Answer: C

8.A user is mapping a flat file into Unica Campaign. The user needs to ensure that the file ends with a:
A. tab.
B. comma.
C. closing bracket.
D. carriage return, line feed.
Answer: D

9.Within a flowchart a user wants to switch audiences from the Household level to the Customer level. In order to do this, a table containing both columns is necessary. This can be accomplished by mapping a table:
A. into the catalog twice, once at the Household level and once at the Customer Level.
B. into the catalog and select the Household column and the Customer column when selecting the audience level.
C. in as a base table at the Household level and then map the same table in as a dimension table joined to the base table on the Customercolumn.

D. in at the Household level as a table is normally mapped and then use the "Specify Additional Audiences" screen to select the Customer columnwithin the table.
Answer: D

10.A user is designing a Campaign flowchart. The user wants to retrieve and use a derived field which was saved in a previous Campaign. Which of the steps below is correct to achieve this task?
A. The user cannot retrieve derived field expressions saved in other Campaigns.
B. Search the previous Campaign and copy the required derived field expression.
C. Retrieve the expression from the Stored Derived fields directory from the Options menu.
D. Retrieve the expression from the Stored Derived fields directory in a Select process box.
Answer: D

11.In Unica Campaign, how are the Scheduler and Schedule process used?
A. The Schedule process is used to configure the Campaign Scheduler. This enables the use of the Schedule process in a flowchart.
B. The Scheduler is an administration tool used to configure schedules. Use the Schedule process to select the schedule to use as part of theflowchart.
C. The Scheduler is a Marketing Platform function that defines Schedule process attributes. The Schedule process is used to initiate a process,series of processes, or an entire flowchart.
D. The Scheduler starts a flowchart even if it is not running, while the Schedule process in a flowchart works only if the flowchart is running. TheScheduler should not be used to schedule a flowchart that uses the Schedule process.
Answer: D

12.A user would like to create a 10% holdout control group from a Cell which contains 1000 Audience IDs. Which Unica Campaign flowchart process box is the BEST way to accomplish this?
A. Merge process
B. Sample process
C. Segment process
D. Snapshot process
Answer: B

13.Which of the following is NOT true about how a user variable can be used in Unica Campaign?
A. A user variable can be used in a custom macro.
B. A user variable can be used in an outbound trigger.
C. A user variable can be used within a SQL statement.
D. A user variable can be defined in one flowchart and then referenced in another flowchart.
Answer: D

14.In a Unica Campaign Flowchart, a customer database table (see below) is mapped in a Select process box. There is a requirement to segment and organize customers based on their income, which would typically have the values "HIGH" for customers whose income is greater than 100000 and "LOW" for customers whose income is less than or equal to 100000. This value needs to be output with the final target list.

Customer_ID	Income	Customer_Type	Age
101010	150000	S	45
101011	78000	S	34
101012	138000	S	43
101013	45000	S	54
101014	178000	S	23
101015	89000	S	67
101016	156000	S	56
101017	97000	S	76
101018	189000	S	43
101019	84000	S	45
101020	162000	S	33

Ideally which step should be executed to get the task done?
A. Alter the table to add a new column with the required logic.
B. Create a Persistent Derived field with the logic : IF(Customer_Demographic_Info.Income > 100000,'HIGH','LOW').
C. Create a Strategic Segment with the logic : IF(Customer_Demographic_Info.Income > 100000,'HIGH','LOW').
D. Create a User Variable HIGH and LOW with the logic: IF(Customer_Demographic_Info.Income > 100000,'HIGH','LOW').
Answer: B

15.A specialist creates a numeric user variable called MinBalance and assigns an initial value of 100 to it. The specialist wants the Select process to return all IDs where the mapped field AccountBalance is greater than MinBalance. What is the correct syntax to use?
A. MinBalance < AccountBalance
B. AccountBalance > MinBalance
C. AccountBalance > UserVar.MinBalance
D. AccountBalance is GT than UserVar.MinBalance
Answer: C