Vendor: Adobe

Exam Code: AD0-E331

Exam Name: Adobe Campaign Classic Developer Professional

Version: DEMO

QUESTION 1
When adding a new field to the recipient schema, what is the recommended naming convention?

A. Start with a number
B. Use a custom namespace prefix (e.g., 'cus')
C. Use only uppercase letters
D. Include spaces in the name

Answer: B
Explanation:
Using a custom namespace helps to avoid conflicts with OOTB fields and during upgrades.

QUESTION 2
What is the purpose of the xtk:folder schema?

A. To define the structure of the campaign delivery content
B. To manage the folder hierarchy in the Campaign explorer
C. To store recipient data
D. To define the rules for typology

Answer: B
Explanation:
The xtk:folder schema is a system schema that defines the structure and properties of the folders used to organize objects in the Campaign explorer.

QUESTION 3
True/False: Customized Options can only store string values.

A. TRUE
B. FALSE

Answer: B
Explanation:
Options can store values of different data types, including string, integer, boolean, and date.

QUESTION 4
A Seedlist is a special type of...

A. Recipient list
B. Workflow
C. Delivery template
D. Typology rule

Answer: A
Explanation:
A Seedlist is essentially a list of recipients that is used for sending proofs.

QUESTION 5
What technology is used to customize the OOTB Unsubscribe web app?

A. Java
B. Python
C. JSP (JavaServer Pages)
D. C++

Answer: C
Explanation:
Adobe Campaign web applications are built using JSP, and they can be customized by editing the corresponding JSP files.

QUESTION 6
True/False: Content Management components can only be used in email deliveries.

A. TRUE
B. FALSE

Answer: B
Explanation:
Content Management components can be used in various types of deliveries, including email, SMS, and push notifications.

QUESTION 7
When updating an OOTB form, where are the changes typically stored?

A. In the OOTB form itself
B. In a custom extension of the form
C. In a separate database table
D. In a text file on the server

Answer: B
Explanation:
To ensure upgradeability, customizations to OOTB forms should be done in a custom extension, rather than modifying the original form directly.

QUESTION 8
Which of the following is a key benefit of using Content Management?

A. It improves the deliverability of emails.
B. It allows for consistent branding and messaging across campaigns.
C. It automatically cleans the database of inactive recipients.
D. It speeds up the execution of workflows.

Answer: B
Explanation:
By using reusable content blocks, you can ensure that all your communications are consistent in terms of branding, legal notices, and other standard elements.

QUESTION 9
What is the first step in adding a new user to Adobe Campaign?

A. Assigning them to a security group
B. Creating a new operator
C. Granting them access to the database
D. Sending them a welcome email

Answer: B
Explanation:
A user is represented as an "operator" in Adobe Campaign, so the first step is to create a new operator record.

QUESTION 10
True/False: A user can belong to only one user group.

A. TRUE
B. FALSE

Answer: B
Explanation:
A user can be a member of multiple user groups, and their permissions will be the combination of the rights granted to each group.

QUESTION 11
Which of the following is the best way to translate a user management matrix into Adobe Campaign security settings?

A. By creating a separate operator for each permission
B. By creating a set of user groups with specific roles and rights
C. By giving all users administrator access
D. By managing permissions directly on each operator record

Answer: B
Explanation:
Using user groups and roles is the most efficient and scalable way to manage user permissions in Adobe Campaign.

QUESTION 12
Which permission is required to allow a user to approve a delivery?

A. READ
B. WRITE
C. DELETE
D. START

Answer: D
Explanation:
The START permission is required to execute certain actions, such as starting a workflow or approving a delivery.

QUESTION 13
What is the purpose of a security zone?

A. To restrict access to the Adobe Campaign server based on IP address
B. To define a set of users who can log in from a specific location
C. To control access to specific parts of the Campaign folder hierarchy
D. To encrypt the data in the database

Answer: A
Explanation:
Security zones are used to control access to the Campaign instance based on the IP address of the user.

QUESTION 14
True/False: The 'Administrator' role has access to all parts of the Adobe Campaign platform by default.

A. TRUE
B. FALSE

Answer: A
Explanation:
The 'Administrator' role is a built-in role that has full permissions across the entire platform.

QUESTION 15
When creating a new user group, what is the most important consideration?

A. The name of the group
B. The set of permissions assigned to the group
C. The number of users in the group
D. The color of the group's icon

Answer: B
Explanation:
The primary purpose of a user group is to define a set of permissions that will be granted to all its members.

QUESTION 16
How can you restrict a user's access to a specific set of campaigns?

A. By assigning them to a security zone
B. By granting them read-only access to the database
C. By setting permissions on the campaign folders
D. By creating a custom typology rule

Answer: C
Explanation:
Folder-level permissions are the standard way to control access to specific objects in Adobe Campaign, such as campaigns, workflows, and deliveries.

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