

## Quiz 1 - Answers

### What are System Managed Fields in Marketo?

- System Managed Fields are fields that are read-only and managed by Marketo's internal processes.

### Which of the following is true about System Managed Fields?

- They are crucial for Marketo's internal operations and cannot be altered by the user.

### Why is it important to understand System Managed Fields in Marketo?

- To ensure proper data integrity and system functionality.

### Inferred fields, e.g., Inferred Country, are:

- Derived from the IP address of the lead.

### You need to determine if a record is a lead or a contact in Salesforce. There is a specific field used for this purpose, which can have three possible values: lead, contact, or it can be empty. What is the name of this field?

- The "SFDC Type" field, which can be lead, contact, or empty if the record does not exist in Salesforce.

### Which of the following items can be shared across Workspaces in Marketo?

- Email templates, Landing page templates, Models, Smart campaigns, Smart lists, Segmentations, and Snippets.

### Which of the following is NOT a way to get to the Person Detail Page in Marketo?

- From the Leads tab of a program.

### Which of the following is NOT a component of the Audit Trail in Marketo?

- Campaign Audit Trail, which tracks changes and activities related to campaigns.

### Which of the following descriptions of Marketo's built-in roles is incorrect?

- Campaign Manager - has access to the Campaigns section only.

### Which of the following statements about archiving a folder in Marketo is incorrect?

- Archived assets are automatically deactivated and will stop running.

**Which of the following statements about Workspaces in Marketo is incorrect?**

- Workspaces are designed to merge assets from different teams into a single view.

**Which of the following statements about filtering in the Audit Trail in Marketo is incorrect?**

- Filters in the audit trail can be saved for future sessions.
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