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Salesforce Media Cloud Accredited Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. Subscriber Lifecycle Management PSL
- B. OmniStudio Admin
- C. Advertising Sales Management PSL
- D. Communications Cloud Digital Experience user PSL

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

https://help.salesforce.com/s/articleView?id=sf.media_cloud_psl.htm&type=5

NEW QUESTION # 45

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. putCartsItems
- B. postCartsItems
- C. priceCart
- D. createCart

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

https://help.salesforce.com/s/articleView?id=sf.industries_cpq_api_methods.htm&type=5

NEW QUESTION # 46

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.
- B. Create a new authentication provider with custom metadata and use it within a named credential.
- C. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- D. Create a remote action in the integration procedure that calls a custom Apex Class.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

https://help.salesforce.com/s/articleView?id=sf.media_cloud_named_credential_auth.htm&type=5

NEW QUESTION # 47

A publisher wants to create a media plan that includes linear ads for a specific TV program.

Which object should a Consultant use to define this TV program in Media Cloud?

- A. Ad Creative
- B. Media Plan Placement

- C. Media Channel
- **D. Ad Space Specification**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification objects define inventory specifications such as TV programs for linear ads. Media Plan Placement represents the booking of ads into those specs. Media Channel is broader, and Ad Creative is related to creative assets, not media inventory.

Reference:

Media Cloud Ad Space Specification

https://help.salesforce.com/s/articleView?id=sf.media_cloud_ad_space_specification.htm&type=5

NEW QUESTION # 48

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Root product in a product bundle with child commercial products
- **B. As corresponding technical product of a commercial product in a decomposition relationship**
- C. As Parent class of any commercial product
- D. As Object type of a commercial product

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

https://help.salesforce.com/s/articleView?id=sf.media_cloud_product_relationships.htm&type=5

NEW QUESTION # 49

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