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Salesforce Media Cloud Consultant Exam Sample Questions (Q25-Q30):

NEW QUESTION # 25

A b2b advertising publishing company has recently upgraded advertising sales management winter 22 to advertising sales management spring 22. Certain core components have been moved to the media service on the core platform to ensure easier upgrades. Which set of components are delivered as part of the managed package?

- A. omniscript definitions, CPQ API's, apex classes, lightning web components
- B. omniscript definition, cpq api's, flexipages, custom labels
- C. flexipage, custom labels, velocity integration settings, custom layouts
- D. flexipage, custom labels, data model, media service

Answer: A

Explanation:

In the upgrade from Advertising Sales Management Winter '22 to Spring '22, certain core components were moved to the media service on the core platform to facilitate easier upgrades. The set of components delivered as part of the managed package includes:

OmniScript Definitions: These define the scripts for guided selling processes and customer interactions within the Advertising Sales Management application.

CPQ APIs: Application Programming Interfaces for the Configure, Price, Quote functionality, enabling complex pricing and quoting processes.

Apex Classes: Custom Apex code that provides extended logic and functionalities specific to the advertising sales management process.

Lightning Web Components: Modern, lightweight UI components that enhance the user interface and user experience within the Advertising Sales Management application.

These components form the backbone of the managed package, ensuring that the core functionalities required for advertising sales management are maintained and upgraded effectively.

References:

Salesforce CPQ API documentation: <https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/> Salesforce Lightning Web Components Guide:

<https://developer.salesforce.com/docs/component-library/documentation/en/lwc> Salesforce OmniStudio documentation:

<https://developer.salesforce.com/docs/atlas.en-us.ommistudio.meta/ommistudio/>

NEW QUESTION # 26

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. which set of objects should a consultant access to generate such report?

- A. product, price list entry, pricing element
- **B. product, pricing plan, pricing plan step, price list**
- C. product, price book, price book entry, price list
- D. product, pricing variable, pricing variable binding

Answer: B

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References:

<https://developer.salesforce.com/>

NEW QUESTION # 27

Cloud kicks is setting up a new instance for media cloud and their sales reps should only see opportunities that they have created. When sales managers run reports, they need to see the data for all the reps that report to them. How should a consultant set this up?

- A. set the organization wide default for the opportunity object to public. Use apex sharing to ensure manager's can see the records owned by users below them in the role hierarchy.
- **B. set the organization wide default for the opportunity object to private. Set up the role hierarchy to ensure managers can see the records owned by users below them in the role hierarchy**
- C. set the organization wide default for the opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.
- D. set the organization wide default (OWD) for the opportunity object to private. Use sharing rules to share records owned by sales reps that are below the manager in the role hierarchy

Answer: B

Explanation:

To set up the visibility of opportunities in Salesforce Media Cloud such that sales reps only see their opportunities and managers see all opportunities under them, the organization-wide default (OWD) for the Opportunity object should be set to private (D). Then, configure the role hierarchy to ensure that managers can see the records owned by users in their reporting hierarchy. This setup leverages Salesforce's built-in role hierarchy model, where users at higher levels automatically have visibility into records owned by users at lower levels in their hierarchy without the need for additional sharing rules. References:

https://help.salesforce.com/articleView?id=sf.sharing_model_fields.htm

https://help.salesforce.com/articleView?id=sf.roles_overview.htm

NEW QUESTION # 28

A company has purchased the media cloud solution. the it manager in charge of the deployment wants to understand which tools in media cloud can be used to map legacy system data model to the media cloud data model? Which two tools should the consultant mention to the IT manager in this case?

- A. IDX workbench
- B. schema builder
- C. setup / object manager
- D. IDX build tool

Answer: A,D

Explanation:

In mapping legacy system data models to the Media Cloud data model, the IDX Build Tool and IDX Workbench are the recommended tools. The IDX Build Tool helps in constructing and customizing data integrations, facilitating the alignment of legacy data structures with Salesforce's data model. IDX Workbench, on the other hand, provides a more interactive environment for managing and testing data mappings and transformations, ensuring seamless integration between legacy systems and Media Cloud. These tools are designed to streamline the integration process, making it easier for IT managers to transition their existing data into the Salesforce ecosystem. References: <https://developer.salesforce.com/>

NEW QUESTION # 29

A customer has provided the below Ad placement requirements for a vertical banner. size: 120x600, position (left or right), content (animated GIF) which two fields need to be configured in the ad creative size type object to meet the customers requirements?

- A. width
- B. ad placement type
- C. position
- D. height

Answer: A,D

Explanation:

To meet the customer's requirements for an ad placement of a vertical banner with specific size and content attributes, the fields that need to be configured in the Ad Creative Size Type object are Width and Height. These fields allow for the specification of the banner's dimensions (120x600), which is crucial for ensuring that the ad creative conforms to the required size for effective display. The position (left or right) and content type (animatedGIF) would typically be managed within the ad serving platform or specified in additional fields or instructions associated with the ad creative but are not standard fields in the Ad Creative Size Type object.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Ad Creative Management Guide: Information available in Salesforce Media Cloud resources

NEW QUESTION # 30

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