Media-Cloud-Consultant Dumps - Media-Cloud-Consultant Exam Exercise

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Salesforce Media Cloud Consultant Exam Sample Questions (Q64-Q69):

NEW QUESTION # 64
A sales executive creates a quote. When the quote status is changed to client approved, it should automatically be submittd for approval. The approver needs to be a queue instead of an individual salesforce user. How can this be achieved in the system?

- A. invoke approval process created on opportunity linked to the quote and keep queue as approver
- B. invoke approval process on quote and keep queue as approver
- C. invoke approval process created on individual quoteLiniteItem and keep queue as approver D.invoke approval process created on a custom object lookup to quote and keep queue as approver

Answer: B

Explanation:
To automatically submit a quote for approval when its status changes to 'Client Approved' and have a queue as the approver, an approval process should be invoked on the Quote object itself. This setup allows for the routing of approvals to a designated queue, enabling a group of users rather than an individual to review and approve the quote. This method iseffective for organizations that require collaborative decision-making in the approval process.
References:
Salesforce Approval Process documentation:https://help.salesforce.com/
Salesforce Queue Setup Guide: https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta /securityImplGuide/queues.htm

NEW QUESTION # 65
Which sObject defines the resolution of the device used when an ad needs to be de displayed as part of digital ad sales?

- A. media channel
- B. product
- C. media content title
- D. ad creative size type

Answer: D

Explanation:
TheAd Creative Size TypesObject in Salesforce Media Cloud defines the resolution and dimensions required for ad creatives to be properly displayed across different devices. Thisobject is crucial in digital ad sales as it ensures that ads are appropriately formatted and rendered on various screens, enhancing the viewer's experience and the effectiveness of the advertisement. By specifying the resolution and size of ad creatives, this object helps in maintaining consistency and quality in ad presentations across different media channels.
References:
Salesforce Media Cloud documentation:https://help.salesforce.com/
Salesforce Advertising Sales Management resources: https://www.salesforce.com/products/media-cloud /overview/

NEW QUESTION # 66
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, data model, media service
- D. flexipage, custom labels, velocity integration settings, custom layouts

Answer: A

Explanation:
In the upgrade fromAdvertising 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: CustomApex 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.omnistudio.meta /omnistudio/

NEW QUESTION # 67

A B2B advertising publishing company is exploring salesforce to manage its advertising sales business. The sales representatives can sell digital , tv, radio, print, and event ads to their customers in a single media plan.
Which two media cloud types are available for planning out-of-the-box with media cloud?

- A. print
- B. linear
- C. event
- D. digital

Answer: B,D

Explanation:
For a B2B advertising publishing company that sells a variety of ad types through Salesforce Media Cloud, the two media types available for planning out-of-the-box are:
Digital: This media type covers online advertising formats such as digital banners, video ads, and other forms of digital content. Media Cloud supports digital ad planning with functionalities tailored to the needs of digital advertising.
Linear: This refers to traditional linear TV advertising, where ads are scheduled to run at specific times within a broadcast. Media Cloud provides out-of-the-box capabilities for planning and managing linear TV ad campaigns.
These media types are supported natively within Media Cloud, enabling sales representatives to plan and sell ads across these channels efficiently.
References:
Salesforce Media Cloud documentation: https://www.salesforce.com/products/media-cloud/overview/ Salesforce Media Cloud Advertising Sales Management Guide:https://help.salesforce.com/

NEW QUESTION # 68

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 orer 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 enteire process?

- A. as root product in a product bundle with child commmercial products
- B. as parent class of any ommercial product
- C. as corresponding technical product of a commercial product in a decomposition relationship
- D. as object type of a commercial product

Answer: C

Explanation:
In the context of order fulfillment in Advertising Operations (Ad Ops), the out-of-the-box product with product code: VPL-MEDIA-CLASS should be used as a corresponding technical product of a commercial product in a decomposition relationship (B). This approach allows the commercial products, which represent the client-facing aspects of the advertising products, to be linked to their technical counterparts. These technical products, represented by VPL-MEDIA-CLASS, encapsulate the specific technical requirements and configurations needed for the ad server to fulfill the order.References:
https://help.salesforce.com/
https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 69

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