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Salesforce Media Cloud Consultant Exam Sample Questions (Q19-Q24):

NEW QUESTION # 19

AB2B advertising publishing company wants to start advertising sales management components migration from the source org to the target org. Which two tools can they use to migrate advertising sales management components?

- A. unmanged packages
- B. IDX workbench
- C. change sets
- D. IDX build tool

Answer: A,C

Explanation:

For migrating Advertising Sales Management components from a source org to a target org, unmanaged packages and change sets are two effective tools. Unmanaged packages allow for the grouping of various components for deployment to another org, whereas change sets enable the transfer of specific customizations from one Salesforce org to another directly. Both methods facilitate the migration of configurations and customizations integral to Advertising Sales Management.

References:

Salesforce Change Sets documentation: <https://help.salesforce.com/>

Salesforce Unmanaged Packages Guide:

https://developer.salesforce.com/docs/atlas.en-us.packagingGuide.meta/packagingGuide/packaging_packages.htm

NEW QUESTION # 20

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 entiere process?

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

Answer: D

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 # 21

A publishing company is evaluating Salesforce for the below functionalitis: a) lead to opportunity b) case management c) a media-specific data model d) OmniStudio capabilities. What is the minimum salesforce licenses a consultant should suggest?

- A. media cloud growth
- B. media cloud publishing
- C. media cloud advanced
- D. media cloud basic

Answer: B

Explanation:

For a publishing company requiring functionalities like lead to opportunity, case management, a media- specific data model, and OmniStudio capabilities, the Media Cloud Publishing license is the most suitable.

This license package is designed to cater to the unique needs of publishing companies, incorporating core Salesforce features along with media-specific enhancements and the advanced tools provided by OmniStudio for designing customer-centric experiences and workflows. References:<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 22

A publishing company receives a request for a proposal (RFP) from a home store to advertise their brands - Electro and Furnito. How should a consultant model the home account?

- A. create an Account for Home with two Contacts - Electro and Furnito
- B. create Accounts for Home, Electro, and Furnito and associate using the parent-child relation
- C. create an account for home with advertiser record Type and create Accounts for Electro and Furnito with brand record Type
- D. create Accounts for Home, Electro, and Furnito with Advertiser Record Type

Answer: C

Explanation:

In Salesforce Media Cloud, it's best to model the Home store account as an advertiser and Electro and Furnito as brands under it. This setup allows for clear differentiation between the main advertiser (Home) and its specific brands (Electro and Furnito), facilitating targeted advertising campaigns and proposals. Utilizing advertiser and brand record types ensures that the relationship and hierarchy between the Home store and its brands are accurately represented and managed within the system. References:<https://help.salesforce.com/>

NEW QUESTION # 23

A customer has a requirement to allow the operations team to access quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status called "closed won". Sales users will remain as the cord owners of quotes and order for reporting purpose. The organization wide default setting for quote and order object is private. How should a consultant solve this requirement with minimal customization?

- A. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- B. **configure a criteria-based sharing rule to share order records once opportunity status is "closed won"**
- C. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group
- D. share order records programmatically using apex whenever opportunity status is "closed won"

Answer: B

Explanation:

To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, a criteria-based sharing rule should be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.

References:

Salesforce Sharing Rules documentation: https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm

Salesforce Opportunity Management guide: <https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management>

NEW QUESTION # 24

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