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Salesforce Media Cloud Accredited Professional Sample Questions (Q22-Q27):

NEW QUESTION # 22

A home store wants to advertise their products on a particular TV channel owned by a publishing company. Which channel should this media plan include?

- A. Digital
- B. **Linear**
- C. Out Of Home (OOH)
- D. Print

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Linear refers to traditional TV broadcasting channels where advertisements run in a scheduled, linear fashion. Since the home store

wants to advertise on a TV channel, the media plan should include the Linear channel type. Digital refers to online channels, Print to newspapers/magazines, and OOH to outdoor advertising formats.

Reference:

Media Cloud Channel Definitions

Advertising Sales Management Media Types

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

NEW QUESTION # 23

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- A. Take a backup of any newer ASM components
- B. Customize or modify the newer ASM components
- C. Activate Custom Lightning Web Components and FlexCards
- D. Take a backup of any customized or modified older ASM components

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

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

NEW QUESTION # 24

Which core Salesforce object represents a media plan in Advertising Sales Management (ASM)?

- A. Proposal
- B. Quote
- C. Media Plan
- D. Opportunity

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Quote object serves as the core representation of a media plan in ASM. Quotes capture the details of proposed ad buys and are central to sales processes. The Media Plan object is more of an extension or custom entity, but Quotes remain the foundational object.

Reference:

Media Cloud ASM Data Model

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

NEW QUESTION # 25

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 (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.
- B. Set the organization wide default (OWD) for the Opportunity object to public. Filter the reports to show the records owned by users below them in the role hierarchy.
- C. Set the organization wide default (OWD) 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.

- D. Set the organization wide default (OWD) 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.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Setting the OWD to private restricts record visibility to owners by default. Using the role hierarchy allows managers to view records owned by subordinates without additional sharing rules or code. This is the standard Salesforce approach for hierarchical visibility. Public OWD would not restrict sales reps' views.

Reference:

Salesforce Sharing and Visibility Best Practices

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

NEW QUESTION # 26

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Create a master end-to-end plan to sequence the major milestones of all orders.
- B. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.
- C. Use a single swim lane or orchestration plan for all callouts to all external systems.
- D. Fully describe all Commercial product entities using product attributes.

Answer: A,B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 27

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