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Salesforce Media Cloud Consultant Exam Sample Questions (Q26-Q31):

NEW QUESTION # 26

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

Answer: B,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_packa

NEW QUESTION # 27

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

Answer: C

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 # 28

A large media company is using Salesforce Industries to model digital advertising products. These products have a common set of characteristics. Which pair of media cloud items would a product manager use to most efficiently create the products for the sales users to sell?

- A. use an object type and assign attributes

- B. clone an existing ad product and assign attributes
- C. use a product family for those products
- D. use a standalone product and add attributes

Answer: C

Explanation:

To most efficiently create digital advertising products that share a common set of characteristics, a product manager should use a product family (B). Product families in Salesforce Industries allow for the grouping of related products, enabling the manager to define shared attributes and characteristics at the family level, which then applies to all products within that family. This approach streamlines the creation process and ensures consistency across similar advertising products. References:

<https://www.salesforce.com/products/media-cloud/overview/>

https://help.salesforce.com/articleView?id=sf.product2_family.htm

NEW QUESTION # 29

AB2B advertising publishing company is exploring Salesforce to manage its advertising sales business. They require a Sales Representative persona to be created for their users. Which three types of permission sets are required for a persona to be present in an environment?

- A. Rule Engine Runtime
- B. DocGenIndCmeDesignerUser
- C. OmniStudioAdmin
- D. OmniStudioUser
- E. Media Cloud Base User

Answer: A,D,E

Explanation:

For creating a Sales Representative persona in a Salesforce environment, particularly for managing advertising sales business, the following three types of permission sets are required:

Media Cloud Base User: This permission set provides foundational access to Media Cloud functionalities necessary for sales representatives.

OmniStudioUser: Grants access to OmniStudio tools, enabling sales representatives to utilize these tools for designing and executing customer engagements.

Rule Engine Runtime: Essential for allowing sales representatives to execute processes and rules defined within the Media Cloud environment, supporting decision-making and sales activities.

These permission sets collectively equip the Sales Representative persona with the necessary access and capabilities to effectively operate within the Media Cloud environment.

References:

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

Salesforce Media Cloud resources: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce OmniStudio documentation: <https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 30

A b2b advertising publishing company is exploring salesforce to manage its advertising sales business. They require an ad ops persona to be created. Which two managed permission sets should a consultant add to the ad ops persona?

- A. OmniStudioAdmin
- B. OmniStudioUser
- C. MediaCloudRuntime
- D. Media Cloud Base User

Answer: C,D

Explanation:

For creating an Ad Ops persona in a B2B advertising publishing company exploring Salesforce to manage its advertising sales business, the two managed permission sets to add are:

MediaCloudRuntime: This permission set provides the necessary runtime access within Media Cloud, enabling Ad Ops personnel to

execute and manage operational tasks related to advertising sales.

Media Cloud Base User: This foundational permission set grants access to basic Media Cloud functionalities, allowing Ad Ops personnel to access and interact with the core features of the Advertising Sales Management application.

These permission sets equip the Ad Ops persona with the appropriate level of access and functionality required to perform their role effectively within the Salesforce Media Cloud environment.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Permission Set documentation: https://help.salesforce.com/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION # 31

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