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Salesforce Media Cloud Accredited Professional (AP) Exam Sample

Questions (Q33-Q38):

NEW QUESTION # 33

In Advertising Sales Management (ASM), what is the correct order of execution of the pre-built Industries Order Management orchestration plan components?

- A. Create order, create line items, approve order, activate order, add creative
- B. Create line items, create order, approve order, activate order, add creative
- C. Create order, create line items, add creative, approve order, activate order
- D. Create line items, create order, add creative, approve order, activate order

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The orchestration plan in ASM follows a logical sequence starting with creating the order, then creating associated line items, followed by approval, activation, and finally adding creative assets. This order ensures proper status transitions and fulfillment processes.

Reference:

Media Cloud Industries Order Management Documentation

Salesforce ASM Orchestration Plans

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

NEW QUESTION # 34

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted 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 a custom object having lookup to Quote and keep Queue as Approver.
- B. **Invoke Approval Process on Quote and keep Queue as Approver.**
- C. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.
- D. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

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

NEW QUESTION # 35

A publishing company has been using media cloud decides that they want to use marketing cloud intelligence for analytics. However, there is an outh 2.0 authentication issue when attempting to set up data stream setup in marketing cloud intelligence. Where should a consultant go within Salesforce to ensure that the settings in marketing cloud intelligence are set up correctly?

- A. custom metadata
- B. **named credential**
- C. aut.Provider
- D. connected app

Answer: B

Explanation:

When facing OAuth 2.0 authentication issues during the setup of a data stream in Marketing Cloud Intelligence, checking the Named Credential settings within Salesforce is a critical step. Named Credentials provide a secure way to manage authentication details for

external services, ensuring that Salesforce can securely connect to Marketing Cloud Intelligence. By verifying and, if necessary, adjusting the Named Credential settings, the consultant can resolve authentication issues, enabling successful data stream setup and integration between Salesforce and Marketing Cloud Intelligence. Reference: <https://help.salesforce.com/>

NEW QUESTION # 36

A Consultant working on the implementation of Media Cloud for a publishing company has been asked by an IT Manager at the publishing company to better understand the structure of the Media Cloud data model.

How should the Consultant describe the characteristics of the Media Cloud data model?

- A. It is composed exclusively of Custom Objects.
- B. It is composed of Custom and Standard Objects with no extensions.
- C. It is composed of Custom and Standard Objects.
- D. It is composed exclusively of Standard Objects.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Media Cloud's data model includes both standard Salesforce objects (like Account, Contact, Quote) and custom objects specifically designed to handle media-related data. This hybrid model leverages Salesforce's core platform while extending it for media sales and delivery.

Reference:

Media Cloud Data Model Overview

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

NEW QUESTION # 37

A customer has a requirement to allow the Operations team to edit 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 Orders for reporting purposes. 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 role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- C. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.
- D. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Since the OWD for Quote and Order is private, sharing must be explicitly granted for the Operations team to edit records when Opportunity status is 'Closed Won'. Criteria-based sharing rules are the preferred low-maintenance Salesforce declarative approach for this scenario, sharing records based on field values without custom code. Manual sharing is less scalable, role hierarchy changes may affect ownership and reporting, and Apex sharing is a heavier customization.

Reference:

Salesforce Sharing Rules Documentation

Media Cloud ASM Security and Sharing Best Practices

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

NEW QUESTION # 38

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