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Salesforce Media Cloud Consultant Exam Sample Questions (Q96-Q101):

NEW QUESTION # 96

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

- A. media channel
- B. media content title
- C. product

- D. ad creative size type

Answer: D

Explanation:

The Ad Creative Size Types Object in Salesforce Media Cloud defines the resolution and dimensions required for ad creatives to be properly displayed across different devices. This object 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 # 97

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in media cloud. Which set of objects should a consultant access to generate such report?

- A. product, pricing variable, pricing variable binding
- B. product, price book, price book entry, price list
- **C. product, pricing plan, pricing plan step, price list**
- D. product, price list entry, pricing element

Answer: C

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References: <https://developer.salesforce.com/>

NEW QUESTION # 98

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. flexipage, custom labels, data model, media service
- **B. omniscrypt definitions, CPQ API's, apex classes, lightning web components**
- C. omniscrypt definition, cpq api's, flexipages, custom labels
- D. flexipage, custom labels, velocity integration settings, custom layouts

Answer: B

Explanation:

In the upgrade from Advertising 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: Custom Apex 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 # 99

A media cloud customer has a requirement of showing different fields to different groups of users so that confidentiality of information is maintained. For example, business unit A users cannot view quotes of business unit B and vice versa. However, both business units are supported by a single operations team who need to see both quote types. Managers need to be able to view and edit records of their team members.

Which three sharing and visibility settings are relevant for consideration in this scenario?

- A. sharing rules
- B. sharing group
- C. field level security
- D. enterprise territory management
- E. organization wide default

Answer: A,C,E

Explanation:

To ensure confidentiality of information among different groups of users in a Media Cloud customer scenario, where business unit A users cannot view quotes of business unit B and vice versa, the relevant sharing and visibility settings to consider are Organization Wide Defaults, Sharing Rules, and Field Level Security.

Organization Wide Defaults set the baseline level of access, Sharing Rules can extend access based on specific criteria, and Field Level Security controls visibility to specific fields within records, ensuring that information is only accessible to the appropriate users or groups.

References:

Salesforce Security Guide: https://help.salesforce.com/articleView?id=sf.security_data_access.htm Salesforce Field Level Security documentation: https://help.salesforce.com/articleView?id=sf.admin_fl.htm&type=5

NEW QUESTION # 100

A CTO of a customer who uses advertising sales management (ASM), asked a consultant to help them upgrade to the latest ASM release. Which two steps must the consultant complete before starting a manual upgrade to the latest release?

- A. go to setup and click on validaate in the latest release
- B. raise a support ticket to enable the required permissions
- C. complete the post install tasks for salesforce insutries communications, media, and energy
- D. Ensure that the consultant has the required permission sets and licenses

Answer: C,D

Explanation:

Before starting a manual upgrade to the latest ASM release, a consultant must:

Ensure they have the required permission sets and licenses: This is crucial to ensure the consultant has the necessary access rights to perform the upgrade and configure the system as needed.

Complete the post-install tasks for Salesforce Industries Communications, Media, and Energy:

These tasks may include configuration adjustments, data migrations, or other necessary steps to ensure that the upgrade is successful and that the system remains stable and functional after the upgrade.

Completing these steps ensures that the upgrade process goes smoothly and that the system is properly prepared for the new release.

References:

Salesforce Industries Upgrade Guide:<https://help.salesforce.com/>

Salesforce Permission Sets and Licenses documentation:

https://developer.salesforce.com/docs/atlas.en-us.securityImplGuide.meta/securityImplGuide/users_profile

NEW QUESTION # 101

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