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最新的 Salesforce Consultant Media-Cloud-Consultant 免費考試真題 (Q38-Q43):

問題 #38

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 list entry, pricing element
- **C. product, price book, price book entry, price list**
- D. product, pricing plan, pricing plan step, price list

答案: C

解題說明:

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/>

問題 #39

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. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- **D. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"**

答案: D

解題說明:

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>

問題 #40

Due to internal and external security compliance requirements, a customer needs to mask a number of custom text fields, besides implementing Field Level Security. These field values have less than 100 characters in length. However, a select group of users are allowed to view these field values as a part of their daily work. How should a consultant implement this?

- A. implements field-level security and configures profiles
- **B. implement Salesforce Shield platform encryption and configure profiles**
- C. implements data classification and masking
- D. implements Salesforce Classic encrypting and permission set

答案: B

解題說明:

To mask custom text fields while meeting security compliance requirements and allowing select users to view the field values, a consultant should implement Salesforce Shield Platform Encryption (B) and configure profiles accordingly. Shield Platform Encryption provides a higher level of data protection by encrypting sensitive data at rest without compromising application functionality. By configuring profiles, the consultant can specify which users or groups have the permission to view the decrypted field values, ensuring compliance with both internal and external security mandates. References:

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

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

問題 #41

Abroadcaster, who has implemented media cloud, wants to have a comparative view of planned versus actual revenue based on actual impressions. In which two ways can a consultant obtain both planned and actual revenue amounts?

- A. planned revenue and actuals from Ad server
- **B. planned revenue from media cloud and actuals from Ad server**
- C. planned revenue and actuals from media cloud
- **D. planned revenue from Ad server and actuals from Media Cloud**

答案: B,D

解題說明:

For a broadcaster implementing Media Cloud to have a comparative view of planned versus actual revenue, they need to obtain data from both Media Cloud and their Ad server. Planned revenue can be derived from Media Cloud where advertising campaigns, including their budget and expected revenue, are managed (B, D).

Actual revenue, on the other hand, is based on the real-world performance of ads, such as the number of impressions or clicks, which is typically tracked by an Ad server (B, D). Therefore, to obtain a comprehensive comparative view, data should be collated from both Media Cloud for planned figures and the Ad server for actual revenue. References:

<https://help.salesforce.com/>

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

問題 #42

Which standard media cloud advertising sales management component gathers live and campaign performance data?

- A. tableau
- B. CRM analytics
- **C. marketing cloud intelligence**
- D. salesforce dashboards

答案: C

解題說明:

The standard Media Cloud Advertising Sales Management component that gathers live and campaign performance data is Marketing Cloud Intelligence. This tool provides advanced analytics capabilities, allowing users to track and analyze the performance of advertising campaigns across various channels and platforms in real-time. Marketing Cloud Intelligence enables data-driven decision-making by offering insights into campaign effectiveness and audience engagement.

References:

Salesforce Marketing Cloud Intelligence documentation: <https://help.salesforce.com/> Salesforce Media Cloud resources:

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

問題 #43

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