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Salesforce Media Cloud Consultant Exam Sample Questions (Q75-Q80):

NEW QUESTION # 75
A CTO of a customer who uses adverrtising 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 insustries 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 # 76
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 a standalone product and add attributes
- B. use an object type and assign attributes
- C. clone an existing ad product and assign attributes
- D. use a product family for those products

Answer: B

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 # 77
A consultant is working on a new implementation of media cloud for a company and is planning the migration of the data from the legacy solution to media cloud. Which consideration should the consultant take into account for a successful migration?

- A. consultant should exclusively extend the media cloud data model standard object to map the legacy objects
- B. consultant should identify the relevant legacy objects and map them exclusively to the sales cloud data model
- C. consultant should identify the relevant legacy objects and use media cloud media data model objects with custom objects if required
- D. consultant should identify the relevant legacy objects and create brand new custom objects for all those legacy objects

Answer: C

Explanation:
For a successful migration from a legacy solution to Salesforce Media Cloud, it's important to first identify the relevant legacy data objects and then map them to the corresponding objects within the Media Cloud data model. This mapping may involve both standard objects provided by Media Cloud and custom objects that may need to be created to accommodate specific data or functionality not covered by the standard model. This approach ensures a seamless transition of data, preserving its integrity and maintaining continuity of operations. It's also crucial to consider the relationships between objects and any specific business logic that

needs to be replicated or adapted in the new environment.
References:
Salesforce Data Migration Guide: https://developer.salesforce.com/docs/atlas.en-us.dat.meta/dat/ Salesforce Media Cloud
documentation: https://www.salesforce.com/products/media-cloud/overview/

NEW QUESTION # 78

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

Answer: D

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 # 79

A publishing company has an existing media plan creation process that was setup using OmniStudio a few months ago. A new
requirement has ome up where the user will be required to enter a new secondary budget field and this field should be stored with
the rest of the media plan details. On which object should a consultant add this field so that it is stored with the rest of the media plan
and can be added to the appropriate OmniScript?

- A. media plan placements
- B. quotes
- C. opportunity
- D. order

Answer: A

Explanation:
When adding a new secondary budget field required for media plan creation, the consultant should add this field to the Media Plan
Placements object. This object is specifically designed to store detailed information about each placement within a media plan,
making it the appropriate place to store budget-related data. Adding the field here ensures that it aligns with the rest of the media
plan details and can be seamlessly integrated into the corresponding OmniScript for data capture and
processing.References:https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/

NEW QUESTION # 80

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