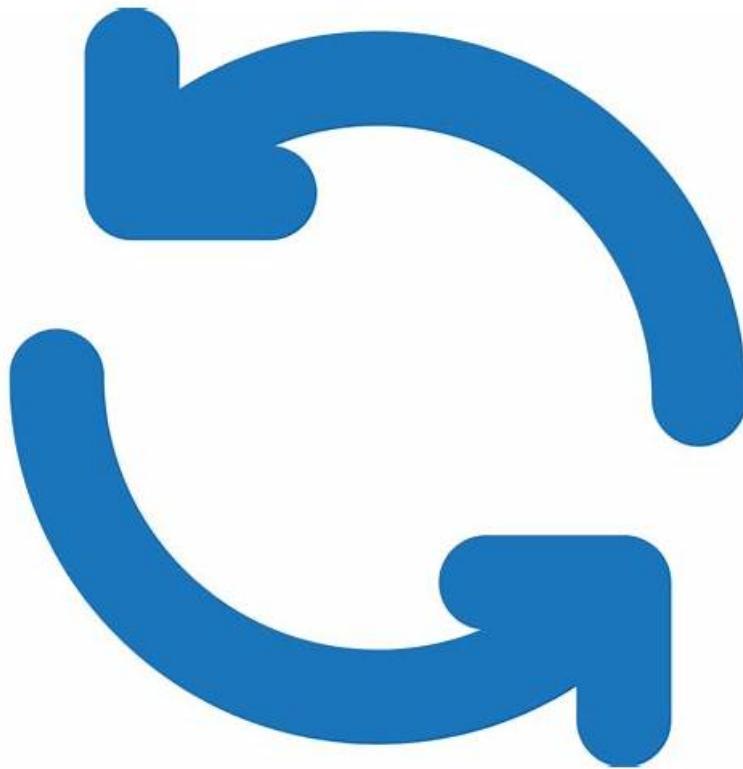# Frequent Media-Cloud-Consultant Updates & Media-Cloud-Consultant Reliable Exam Papers

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Salesforce Media Cloud Consultant Exam Sample Questions (Q57-Q62):

NEW QUESTION # 57

A publisher wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because opportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different versions of the proposed media plan and its line items?

- A. quotes, and 'Sync to opportunity' custom button
- B. product schedule functionality
- C. product mapping to an active price list
- D. A media Plan version field in opportunity line item (OLI)

Answer: A

Explanation:
To address the challenge of tracking products with low reception, including those dropped from opportunities, the consultant should ensure that the media planning design includes the use of Quotes and a 'Sync to Opportunity' custom button. This setup allows sellers to create and manage multiple versions of media plans as quotes, capturing both selected and deselected products. The 'Sync to Opportunity' functionality facilitates the transfer of the final selected media plan to the opportunity, ensuring that the sales process reflects the most up-to-date proposal while retaining the history of changes for analysis. References:https://help.salesforce.com/

NEW QUESTION # 58

A customer wants to know which products have low reception with the customers. However, the publisher is having a hard time analyzing the data because apportunities reflect only the sold products, excluding products which were once part of an opportunity but were later dropped. What should a consultant ensure is included in the design so that sellers can store and access different version of the proposed media plan and its line items?

- A. quotes, and 'Sync to opportunity' custom button
- B. product schedule functionality
- C. a media plan version field in opportunity line item (OLI)
- D. product mapping to an active price list

Answer: A

Explanation:
To address the challenge of analyzing products with low reception, where opportunities only reflect sold products and not those dropped from proposals, incorporating quotes and a 'Sync to opportunity' custom button in the design is essential. This setup allows sellers to create multiple quotes representing different versions of the proposed media plan and its line items. Each quote can be synced to the opportunity as it evolves, ensuring that all proposed products, including those later dropped, are tracked and analyzed. This approach provides a comprehensive view of customer reception to all products initially considered, not just the final selections.
References:
Salesforce Quotes documentation: https://help.salesforce.com/articleView?id=quotes_overview.htm Salesforce Opportunities and Quotes Guide: https://trailhead.salesforce.com/content/learn/modules
/opportunity-and-quote-management

NEW QUESTION # 59

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

Answer: C

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 # 60

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

Answer: A,B,D

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_fls.
htm&type=5

NEW QUESTION # 61

A media cloud customer is already running advertising sales management (ASM) on an org and wants to upgrade from an older release. What should a consultant do before migration?

- A. take a backup of any newer ASM components
- B. Take a backup of any customized or modified older ASM components
- C. customize or modify the newer ASM components
- D. activate custom lightning web components and FlexCards

Answer: B

Explanation:
Before migrating or upgrading Advertising Sales Management (ASM) in Salesforce Media Cloud, it's crucial to safeguard existing customizations and modifications. Taking a backup of any older ASM components that have been customized or modified ensures that custom functionalities and integrations are preserved during the upgrade process. This step is essential to avoid data loss and to

maintain the integrity of custom workflows, processes, and configurations that have been tailored to the business's unique requirements.
References:https://help.salesforce.com/

NEW QUESTION # 62
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