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## Salesforce Media Cloud Accredited Professional Sample Questions (Q31-Q36):

### NEW QUESTION # 31

Which two actions take place, when an insertion order is created and submitted in Media Cloud Advertising Sales Management (ASM)?

Choose 2 answers

- A. Order is submitted to B2B Commerce Order Management
- **B. Order flow is initiated for asset creation and billing**
- **C. Order is submitted to Industries Order Management**
- D. The orchestration plan is created and can be viewed

**Answer: B,C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Upon insertion order submission, Media Cloud triggers an order flow that initiates asset creation and billing processes. Additionally, the order is handed over to Industries Order Management for orchestration across external systems such as ad servers and billing platforms. B2B Commerce is not involved in ad order fulfillment.

Reference:

Media Cloud Order Management Process

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_order\\_management.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_order_management.htm&type=5)

### NEW QUESTION # 32

A Media Cloud customer is already running Advertising Sales Management (ASM) on an org and wants to upgrade from an older release to a newer release.

What should a Consultant do before migration?

- **A. Take a backup of any customized or modified older ASM components**
- B. Activate Custom Lightning Web Components and FlexCards
- C. Take a backup of any newer ASM components
- D. Customize or modify the newer ASM components

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Before migrating ASM to a newer release, it is crucial to take a backup of any customized or modified components in the existing (older) release to avoid losing customizations. Newer components should not be customized before migration. Activating new LWC and FlexCards is a post-migration step.

Reference:

ASM Upgrade and Migration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_asm\\_upgrade.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_asm_upgrade.htm&type=5)

### NEW QUESTION # 33

A company is planning to adopt Media Cloud and has requirements around the relationship between clients and their advertising agencies, where they want to capture the role of each agency so they can identify clearly what is the Agency of Record. They also have requirements to map contacts within the agencies.

How should the Media Cloud data model be used to represent these relationships?

- A. Advertisers should be created as Accounts, and agencies should be represented by a custom field added to the Contact object. Contacts should then be assigned to the Accounts.
- **B. Advertisers and agencies should be created as Accounts and contacts as Contacts, and the Party Model should be adopted to define the relationships between them.**
- C. Advertisers and agencies should be created as Accounts, and a custom lookup field should be created to represent the

client/agency relationship. Contacts should be created under the Accounts.

- D. Advertisers and agencies should be created as Accounts, with agencies listed as child Accounts to the client Accounts, with Contacts related to those.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Party Model in Media Cloud is designed to represent complex relationships between entities such as Advertisers and Agencies. Both are Accounts, and relationships between them (including roles like Agency of Record) are defined via the Party Model, which also supports mapping Contacts within those Accounts. This model provides flexibility and best practice for relationship management over custom lookups or hierarchical Account structures.

Reference:

Media Cloud Party Model Architecture Guide

Salesforce Relationship Management in Media Cloud

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_party\\_model.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_party_model.htm&type=5)

### NEW QUESTION # 34

During proposal line item creation, a Consultant needs to be able to select a value for a picklist type attribute. Which non-overrideable behavior must the Consultant select during the assignment to the parent object type?

- A. Is Not Translatable
- **B. Run-time Configurable**
- C. Is Encrypted
- D. Is Not Assetizable

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Run-time Configurable behavior allows the picklist values to be determined dynamically during runtime rather than being statically assigned. This is critical in proposal line items to select picklist values that may change or depend on other variables dynamically. The other options either disable functionality (Is Not Assetizable), restrict translations, or encrypt values but do not allow dynamic selection.

Reference:

Salesforce Media Cloud Data Model Guide

Proposal Line Item Configuration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_proposal\\_line\\_item.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_proposal_line_item.htm&type=5)

### NEW QUESTION # 35

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. Configure a criteria-based sharing rule 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. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.
- D. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.

**Answer: A**

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.

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

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