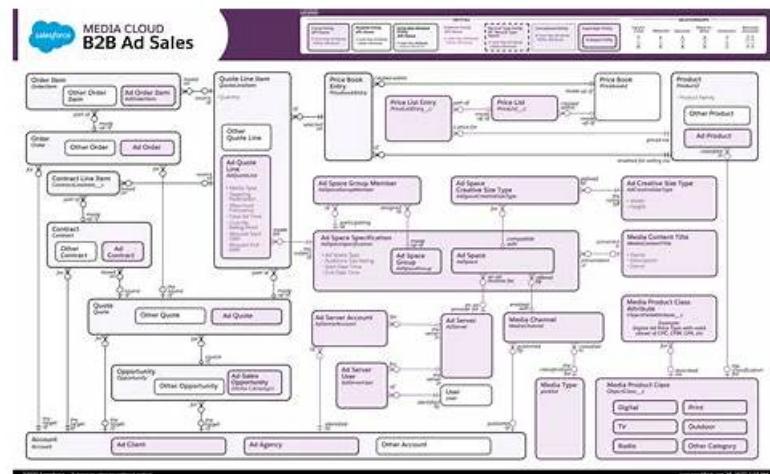


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## **Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q40-Q45):**

## NEW QUESTION # 40

Which Industries CPQ API method needs to be called from the integration procedure that returns the pricing information from the out-of-the-box pricing plan?

- A. `priceCart`
- B. `postCartsItems`

- C. putCartsItems
- D. createCart

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The priceCart API method is used to calculate and return pricing information for items in a cart based on the pricing plans configured in Industries CPQ. Other methods relate to creating or updating cart items but not to pricing retrieval.

Reference:

Industries CPQ API Documentation

[https://help.salesforce.com/s/articleView?id=sf.industries\\_cpq\\_api\\_methods.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.industries_cpq_api_methods.htm&type=5)

#### NEW QUESTION # 41

Which permission set license should a Consultant consider using when planning to allow for internal users to leverage Sales Management features such as "360° view of the Customer and Sales cycle", "Visualizations of key relationships including Agencies and Contacts," and "Digital contract lifecycle management?"

- A. Communications Cloud Digital Experience user PSL
- **B. Advertising Sales Management PSL**
- C. OmniStudio Admin
- D. Subscriber Lifecycle Management PSL

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The Advertising Sales Management Permission Set License (PSL) is designed for internal users who require full access to Media Cloud sales features, including customer views, relationship visualizations, and contract management. OmniStudio Admin and other PSLs focus on different Salesforce clouds or administrative functions.

Reference:

Media Cloud Permission Set Licenses Guide

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

#### NEW QUESTION # 42

During a Google Ad Manager (GAM) order orchestration, which two steps does a Media Planner need to complete manually in the GAM Server?

Choose 2 answers

- A. Create order in GAM.
- B. Check availability of inventory in GAM.
- **C. Check if creatives are loaded in GAM.**
- **D. Associate the creatives to a line item in GAM.**

**Answer: C,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

While many GAM functions can be automated through integrations, loading creatives and associating them to line items often require manual intervention to ensure the correct assets are linked. Inventory availability and order creation are generally handled programmatically or via Media Cloud integration.

Reference:

Media Cloud GAM Integration Workflow

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_gam\\_manual\\_steps.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_gam_manual_steps.htm&type=5)

#### NEW QUESTION # 43

An Ad Ops team needs to ensure an order created by the Sales Executive is submitted to the downstream ad servers for fulfillment. Order items used within these orders are linked to commercial products and this entire order goes through the Industries Order

Management process for fulfillment.

How should the Ad Ops team use the out-of-the-box product with product code: VPL-MEDIA-CLASS in this entire process?

- A. As Object type of a commercial product
- B. As Root product in a product bundle with child commercial products
- C. As Parent class of any commercial product
- D. As corresponding technical product of a commercial product in a decomposition relationship

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The product with code VPL-MEDIA-CLASS represents a technical product that corresponds to commercial products in a decomposition relationship. This enables the Order Management process to handle fulfillment through its association with commercial products.

Reference:

Media Cloud Product Hierarchies

Salesforce Industries Order Management

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

#### **NEW QUESTION # 44**

A Media Cloud customer needs to integrate Google Ad Manager (GAM) with an existing middleware system using an integration procedure.

What is the most secure way for a Consultant to implement the authentication and credentialing requirements for the integration, while also minimizing customization?

- A. Create a remote action in the integration procedure that calls a custom Apex Class.
- B. Create a new authentication provider with custom metadata and use it within a named credential.
- C. Modification on integration procedure is not needed since this is through middleware and the existing named credential is not utilized.
- D. Implement a custom OAuth to authenticate with middleware, storing credentials in the integration procedure.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Using a Named Credential with a custom Authentication Provider that stores client credentials in custom metadata ensures secure storage and easy maintenance. This reduces the need for custom OAuth flows in the integration procedure or Apex code, which increases complexity and maintenance.

Reference:

Salesforce Named Credentials and Auth Providers

Media Cloud GAM Integration Best Practices

[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_named\\_credential\\_auth.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_named_credential_auth.htm&type=5)

#### **NEW QUESTION # 45**

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