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## Salesforce Media Cloud Accredited Professional Sample Questions (Q49-Q54):

### NEW QUESTION # 49

A customer has the necessary licenses and dependent packages installed and would like to install the Advertising Sales Management

(ASM) package.

Which step needs to be taken in order to do this?

- **A. Install by using a release package installation link from Salesforce Industries success community, selecting the industries applications package that is generally available (GA) for the target sandbox.**
- B. Request a trial org of the ASM package in the Salesforce Industries Media and Entertainment Process Library. Use the trial org requested as the source org for the target sandbox.
- C. Go to the Vlocity CMT administration tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox.
- D. Find the installed package of Salesforce Industries Communications, Media, and Energy managed package in the setup of the sandbox instance and enable ASM.

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The official way to install ASM is via the release package installation link provided in the Salesforce Industries Success Community. This ensures installing the latest GA version for the target sandbox. Other options refer to trial orgs or enabling existing packages but do not follow the official installation path.

Reference:

Media Cloud ASM Installation Guide

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

#### NEW QUESTION # 50

Media Campaign is a record type of which object?

- **A. Quote**
- B. Account
- C. Opportunity
- D. Campaign

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud, Media Campaign is a record type under the Quote object, allowing specialized handling of media campaigns within the sales process framework.

Reference:

Media Cloud Quote Record Types

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

#### NEW QUESTION # 51

Which three permission sets should a Consultant add for a newly hired Media Planner user?

Choose 3 answers

- **A. Media Cloud Base User**
- **B. MediaCloudPlus Runtime**
- C. Rule Engine Runtime
- **D. OmniStudioUser**
- E. MediaCloud Runtime

**Answer: A,B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A Media Planner requires permission sets for OmniStudioUser to work with OmniStudio tools, MediaCloudPlus Runtime for ASM features, and Media Cloud Base User to access basic Media Cloud data and features. Rule Engine Runtime and MediaCloud Runtime are more specialized and not strictly required for planners.

Reference:

Media Cloud User Setup Guide  
Salesforce Permission Sets for ASM  
[https://help.salesforce.com/s/articleView?id=sf.media\\_cloud\\_user\\_permissions.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.media_cloud_user_permissions.htm&type=5)

#### NEW QUESTION # 52

Which three types of permission sets are required for a persona to be present in an environment?  
Choose 3 answers

- A. DocGenInd CME Designer User
- **B. Media Cloud Base User**
- C. OmniStudioAdmin
- **D. OmniStudioUser**
- **E. Rule Engine Runtime**

**Answer: B,D,E**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Personas in Media Cloud require OmniStudioUser for OmniStudio access, Rule Engine Runtime for business rules, and Media Cloud Base User for base feature access. OmniStudioAdmin is an administrative-level permission, and DocGenInd CME Designer User is specific to document template design, not core persona presence.

Reference:

Media Cloud Persona Setup

Permission Sets Overview

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

#### NEW QUESTION # 53

A publisher is working with Agents, which is Home's agency, to advertise Home's products.  
How should a Consultant create and relate these records in Advertising Sales Management (ASM)?

- A. Create Home and Agents as Accounts without specific Record Types.
- B. Create a Home Account and Agents as a Contact on the Home Account.
- C. Create a Home Account and create an Agents Account with a Brand Record Type.
- **D. Create a Home Account and create an Agents Account with an Agency Record Type.**

**Answer: D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Media Cloud ASM, Advertisers and Agencies are modeled as Accounts with different Record Types. The agency should be an Account with the Agency Record Type to reflect its role properly in the hierarchy and relationships. Contacts belong to Accounts but Agencies are best represented as distinct Account records for clarity and reporting. Brand Record Type is typically used for product branding, not agencies.

Reference:

Media Cloud ASM Data Model Guide

Salesforce Account Record Types Best Practices

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

#### NEW QUESTION # 54

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