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Salesforce Media Cloud Consultant Exam Sample Questions (Q12-Q17):

NEW QUESTION # 12

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

Answer: D

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 # 13

A publisher wants to create a media plan that includes linear ads for a specific TV program. Which object should a consultant use to define this TV program in Media Cloud?

- A. ad creative
- **B. ad space specification**
- C. media plan placements
- D. media channel

Answer: B

Explanation:

When creating a media plan that includes linear ads for a specific TV program in Media Cloud, the consultant should use the Ad Space Specification object to define the TV program. This object allows for the detailed characterization of the ad spaces available for advertising, including specific programs, ensuring that the media plan accurately reflects the intended placements and associated specifications. It provides a structured way to capture the unique attributes of each ad space, such as a TV program, within the media planning process. References: <https://help.salesforce.com/>

NEW QUESTION # 14

In advertising sales management, what is the correct order to execution of the pre-built industries order management orchestration plan components?

- A. create line items, create order, add creative, approve order, activate order
- B. create line items, create order, approve order, activate order, add creative
- C. create order, create line items, approve order, activate order, add creative
- **D. create order, create line items, add creative, approve order, activate order**

Answer: D

Explanation:

In Advertising Sales Management, the correct order of execution for the pre-built Industries Order Management orchestration plan components is: Create Order, Create Line Items, Add Creative, Approve Order, Activate Order (B). This sequence ensures that the foundational elements of an order are established first (the order itself and its line items), followed by the association of creative materials, and finally, the approval and activation of the order for execution. References: https://help.salesforce.com/articleView?id=industries_advertising_order_management.htm
<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 15

A customer has the necessary licensed 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. go to the velocity CMT administrator tab in the production org, search for the ASM app, and select enable. Then refresh the target sandbox
- B. find the installed package of salesforce industries communications, media, and energy managed package installed in the sandbox instance and enable ASM.
- C. 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
- **D. 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**

Answer: D

Explanation:

To install the Advertising Sales Management (ASM) package, the correct step is to use a release package installation link from the Salesforce Industries Success Community. This involves selecting the Industries applications package that is Generally Available (GA) for installation in the target sandbox environment. This method ensures that the latest and most stable version of the ASM

package is installed, adhering to Salesforce's best practices for package installation in sandbox environments for testing and validation before deploying to production.

References:

Salesforce Industries Success Community: Access through Salesforce Help or Community portals
Salesforce Package Installation Guide: <https://help.salesforce.com/articleView?id=000314281&type=1&mode=1>

NEW QUESTION # 16

A customer has a requirement to allow the operations team to view 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 order for reporting purpose. The organization wide default setting for quote and order object is private. How should a consultant solve this requirement with minimal customization?

- A. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- B. share order records programmatically using apex whenever opportunity status is "closed won"
- **C. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"**
- D. configure role hierarchy, such that the operations team is higher than the sales users in the same hierarchy group

Answer: C

Explanation:

To allow the operations team to access quote records and perform the "create and submit order" action only when the corresponding opportunity status is "Closed Won", while maintaining the organization-wide default setting for quote and order objects as private, a criteria-based sharing rule should be configured. This sharing rule can be set up to share order records with the operations team based on the specific criteria of the opportunity status reaching "Closed Won", thus fulfilling the requirement with minimal customization.

References:

Salesforce Sharing Rules documentation:

https://help.salesforce.com/articleView?id=security_sharing_rules_create.htm
Salesforce Opportunity Management guide:
<https://trailhead.salesforce.com/en/content/learn/modules/opportunity-management>

NEW QUESTION # 17

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