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Salesforce Media Cloud Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38

A company is planning to do an audit and needs a report to determine all the price list changes that have been configured in all streaming packages configured in Media Cloud.

Which set of objects should a Consultant access to generate such report?

- A. Product, Pricing Plan, Pricing Plan Step, Price List
- B. Product, Price List Entry, Pricing Element
- C. Product, Price Book, Price Book Entry, Price List
- D. Product, Pricing Variable, Pricing Variable Binding

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Pricing Plan, Pricing Plan Step, and Price List objects are part of the managed pricing framework in Media Cloud used to define and track pricing changes. These objects collectively reflect the price list changes over streaming packages. Product and Price Book objects are standard Salesforce objects but do not capture the pricing plan step details critical for auditing price changes.

Reference:

Media Cloud Pricing Management Data Model

https://help.salesforce.com/s/articleView?id=sf.media_cloud_pricing_management.htm&type=5

NEW QUESTION # 39

When creating a Digital Ad Sales Media Proposal, which object mapping is used to link one show with multiple ad space formats during the catalog design?

- A. Ad Space Creative Size Type (One-to-One)
- B. Ad Space Specification (One-to-Many)
- C. Ad Space Creative Size Type (One-to-Many)
- D. Ad Space Specification (One-to-One)

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Ad Space Specification to Ad Space Creative Size Type uses a one-to-many relationship, allowing one show (Ad Space Specification) to be linked with multiple ad space formats (Creative Size Types) to handle different formats in the catalog.

Reference:

Media Cloud Catalog Design Data Model

https://help.salesforce.com/s/articleView?id=sf.media_cloud_catalog_data_model.htm&type=5

NEW QUESTION # 40

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

Answer: C

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

NEW QUESTION # 41

A customer is using Media Cloud and they need to report on how well a digital advertising campaign is performing. The company is using Google Ad Manager (GAM) as one of their primary data sources.

Which product should a Consultant implement to analyze campaign performance?

- A. Standard Salesforce Reporting and Dashboards
- B. CRM Analytics
- **C. Marketing Cloud Intelligence**
- D. Custom Reporting Solution

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytics capabilities by integrating data from Media Cloud and GAM to deliver comprehensive campaign performance analysis beyond standard reports or custom solutions.

Reference:

Marketing Cloud Intelligence Overview

https://help.salesforce.com/s/articleView?id=sf.media_cloud_mci.htm&type=5

NEW QUESTION # 42

A Sales Executive creates a quote. When the quote status is changed to Client Approved, it should automatically be submitted for approval. The approver needs to be a queue instead of an individual Salesforce user.

How can this be achieved in the system?

- A. Invoke Approval Process created on Opportunity linked to the Quote and keep Queue as Approver.
- B. Invoke Approval Process created on individual QuoteLineItem and keep Queue as Approver.
- **C. Invoke Approval Process on Quote and keep Queue as Approver.**
- D. Invoke Approval Process created on a custom object having lookup to Quote and keep Queue as Approver.

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Approval processes on the Quote object can be configured to automatically submit for approval when status changes, and queues can be assigned as approvers. This is a standard Salesforce approval process setup and does not require custom objects or linked objects.

Reference:

Salesforce Approval Processes

https://help.salesforce.com/s/articleView?id=sf.approval_process.htm&type=5

NEW QUESTION # 43

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