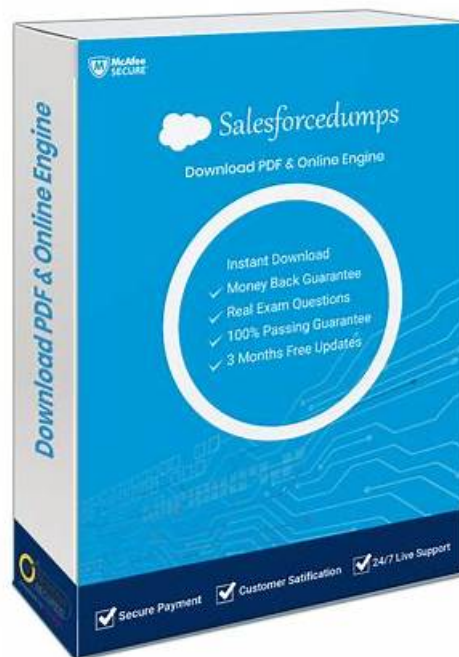


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Salesforce Media Cloud Accredited Professional (AP) Exam Sample Questions (Q54-Q59):

NEW QUESTION # 54

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 role hierarchy, such that the Operations team is higher than the Sales users in the same hierarchy group.
- **B. Configure a criteria-based sharing rule to share order records once Opportunity status is 'Closed Won'.**
- C. Share order records programmatically using Apex whenever Opportunity status is 'Closed Won'.
- D. Sales users will use manual sharing in order to share order records once Opportunity status is 'Closed Won'.

Answer: B

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.

Reference:

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

NEW QUESTION # 55

Which set of components are delivered as part of the managed package?

- A. OmniScript Definitions, CPQ APIs, FlexiPages, Custom Labels
- **B. OmniScript Definitions, CPQ APIs, Apex Classes, Lightning Web Components**
- C. FlexiPages, Custom Labels, Vlocity Integration Settings, Custom Layouts
- D. FlexiPages, Custom Labels, Data Model, Media Service

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The managed package includes OmniScript Definitions, CPQ APIs, Apex Classes, and Lightning Web Components as core functional components to deliver Media Cloud features. Other sets list supporting components but not the full package essentials.

Reference:

Media Cloud Package Contents

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

NEW QUESTION # 56

Cloud Kicks has been using Media Cloud for the last three months and now wants to send order data over to the Google Ad

Management platform.

What does a Consultant need to create in Salesforce to specify the callout URL?

- A. Auth. Provider
- B. Connected App
- C. Custom Metadata
- **D. Named Credential**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Named Credentials provide a secure and declarative way to specify callout URLs along with authentication information, simplifying integration with Google Ad Manager. Connected Apps and Auth Providers manage authentication but do not directly specify callout URLs.

Reference:

Salesforce Named Credentials

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

NEW QUESTION # 57

A Media Publisher is using Advertising Sales Management (ASM) to manage their B2B Ad Sales business. During the creation of a media plan, a Consultant wants to see analytical insights using the View Insights button on the Add and Configure Placements screen.

Which system should the Consultant use to achieve this?

- A. Google Ad Manager
- B. Tableau
- C. Custom Ad Server
- **D. Marketing Cloud Intelligence**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Marketing Cloud Intelligence provides advanced analytical insights integrated into Media Cloud ASM, including the View Insights feature in media plan placement. This system offers cross-channel campaign performance data, which cannot be achieved through custom ad servers or GAM alone.

Reference:

Media Cloud ASM Analytics Integration

Marketing Cloud Intelligence Overview

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

NEW QUESTION # 58

A Media Cloud customer utilizes Industries Order Management to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external systems, such as inventory management for reserve/assign ad placement, ad servers, and a billing system for invoicing.

Which two guidelines should a Consultant follow when designing an orchestration plan to external systems?

Choose 2 answers

- A. Use a single swim lane or orchestration plan for all callouts to all external systems.
- B. Fully describe all Commercial product entities using product attributes.
- **C. Create a master end-to-end plan to sequence the major milestones of all orders.**
- **D. Create separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing.**

Answer: C,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Designing orchestration plans benefits from creating a master end-to-end plan for sequencing order milestones and breaking

orchestration into separate plans per functional area (provisioning, logistics, billing) to manage complexity and integration points. Using a single swim lane or over-describing commercial products is not recommended.

Reference:

Media Cloud Order Management Orchestration

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

NEW QUESTION # 59

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