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Salesforce Media Cloud Consultant Exam Sample Questions (Q10-Q15):

NEW QUESTION # 10

What does "Check Availability" do during media plan creation?

- A. checks the schedules of the campaign plan team
- B. checks the availability of the ad server
- C. checks the ad space and capacity availability in the ad server'
- D. makes sure that resources to work on creatives are available

Answer: C

Explanation:

The "Check Availability" function during media plan creation is designed to check the ad space and capacity availability in the ad server (D). This process ensures that the desired placements and inventory are available for the planned campaign dates and volumes, thereby avoiding overbooking and enabling effective campaign planning and execution. References:

https://help.salesforce.com/articleView?id=sf.dmp_advertising_sales_check_availability.htm

<https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 11

A publishing company is evaluating Salesforce for the below functionalities: a) lead to opportunity b) case management c) a media-specific data model d) OmniStudio capabilities. What is the minimum Salesforce licenses a consultant should suggest?

- A. media cloud advanced
- B. media cloud basic
- C. media cloud publishing
- D. media cloud growth

Answer: C

Explanation:

For a publishing company requiring functionalities like lead to opportunity, case management, a media-specific data model, and OmniStudio capabilities, the Media Cloud Publishing license is the most suitable. This license package is designed to cater to the unique needs of publishing companies, incorporating core Salesforce features along with media-specific enhancements and the advanced tools provided by OmniStudio for designing customer-centric experiences and workflows. References: <https://www.salesforce.com/products/media-cloud/overview/>

NEW QUESTION # 12

A sales executive needs to select product attribute values during proposal line item creation, such as rate type, skippable, etc., apart from various sObject field values, such as product Name, Ad Space Format, etc. The base price of the line item depends on these values, including product attribute value selection, and it requires attribute-based pricing enablement. Which pricing interface implementation needs to be activated?

- A. PricingElementServiceImplementation
- B. DefaultPricingImplementation
- C. PricingRulesImplementation
- D. PricingPlanService

Answer: C

Explanation:

For attribute-based pricing enablement, where the base price of a proposal line item depends on various product attribute values and sObject field values, the PricingRulesImplementation interface needs to be activated. This interface allows for the definition and application of complex pricing rules based on a variety of attributes and conditions, providing the flexibility needed to accurately price products based on specific characteristics and selections.

References:

Salesforce CPQ Developer Guide: https://developer.salesforce.com/docs/atlas.en-us.cpq_dev.meta/cpq_dev/ Salesforce Pricing Implementation documentation: <https://help.salesforce.com/>

NEW QUESTION # 13

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 a report?

- A. product, price list entry, pricing element
- B. product, pricing plan, pricing plan step, price list
- C. product, price book, price book entry, price list
- D. product, pricing variable, pricing variable binding

Answer: C

Explanation:

To audit and determine all the price list changes configured in all streaming packages in Media Cloud, accessing the Product, Price Book, Price Book Entry, and Price List objects would be necessary. These objects collectively store information about the products (streaming packages), their associated price lists, and any changes made to pricing over time. This structured approach allows for detailed reporting and analysis of pricing adjustments, ensuring transparency and accountability in pricing strategies. References: <https://developer.salesforce.com/>

NEW QUESTION # 14

A media publisher is using advertising sales management to manage their b2b ad sales business using google ad manager. A consultant added a new placement on an existing media plan. When adding the new placement, the media plan remains in an inactive state in GAM. What should the consultant do to clear the inactive state after adding the new placement?

- A. delete and create the media campaign again in asm
- **B. add the creatives to the line items in GAM**
- C. delete and add the placement again in ASM
- D. override creative settings in GAM

Answer: B

Explanation:

When a new placement is added to an existing media plan in Advertising Sales Management (ASM) and the plan remains in an inactive state in Google Ad Manager (GAM), the consultant should ensure that the creatives are added to the corresponding line items in GAM. This action is necessary because GAM requires creatives to be associated with line items for them to become active and for the ads to be served. Adding the creatives completes the setup process in GAM and changes the status from inactive to active, allowing the media plan to be executed as intended. References: <https://help.salesforce.com/>

NEW QUESTION # 15

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