

Official Media-Cloud-Consultant Study Guide - Media-Cloud-Consultant Exam Fee



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Salesforce Media Cloud Consultant Exam Sample Questions (Q49-Q54):

NEW QUESTION # 49

In digital ad sales, which set of objects does a consultant need to configure and how many records are needed under the object to form a relationship where one program is shown on five mobile apps?

- A. media content title: five(program), media channel: five (app), product: one
- B. media content title: one(program), media channel: one (app), product: five
- C. media content title: five(program), media channel: five (app), product: five
- D. media content title: one(program), media channel: five (app), product: five

Answer: D

Explanation:

For a relationship where one program is shown on five mobile apps in digital ad sales, the consultant needs to configure the objects as follows: Media Content Title: one (program), Media Channel: five (app), Product: five (C). This setup implies one program is available across five different apps, each requiring a unique product configuration to represent the advertising opportunity associated with the program on each app. References:

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

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

NEW QUESTION # 50

A media cloud customer utilizes industries order managements to manage advertising publishing. Order Management orchestrates the fulfillment steps across multiple external system, such as inventory management for reserve/assin ad placement, ad servers, and a billing system for invoicing. Which two guidelines should a consultant follow when desinin an orchestration plan to external systems?

- A. fully describe all commercial product entities using product attributes.
- B. use a single swim lane or orchestration plan for all callouts to all external systems
- 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:

When designing an orchestration plan for a Media Cloud customer utilizing Industries Order Management to manage advertising publishing, the guidelines to follow include creating separate orchestration plan definitions for provisioning, logistics, inventory, and/or billing, and creating a master end-to-end plan to sequence the major milestones of all orders. This approach ensures that each aspect of the order fulfillment process is meticulously planned and managed, while the master plan provides a comprehensive overview of the order lifecycle, facilitating coordination and efficiency across multiple external systems.

References:

Salesforce Industries Order Management documentation: https://help.salesforce.com/articleView?id=industries_order_mgmt_overview.htm

NEW QUESTION # 51

Two Salesforce Developers work for a B2B advertising publishing company. Developers A and B have been working in developer orgs with advertising sales management (ASM) and need to migrate the ASM components to the sandbox org of the company. Developer A migrates the ASM components to the sandbox org. Developer B does the same. After that, Developer A realizes that the components on the sandbox org are different from those of the developer org because they were overwritten by the components of the Developer B. There is no way to go back to recapture them. Which tool should a consultant recommend to avoid this outcome ?

- A. a version control system
- B. IDX workbench
- C. visual studio code
- D. a messagin program

Answer: A

Explanation:

To prevent the overwriting of components during migrations and ensure consistency across development environments, a consultant should recommend using a Version Control System (B). Version control allows developers to track and manage changes to code, enabling collaboration while preserving the history of modifications. It prevents conflicts like those experienced by Developers A and B by providing mechanisms to merge changes and resolve conflicts systematically. References:

https://developer.salesforce.com/docs/atlas.en-us.sfdx_dev.meta/sfdx_dev/sfdx_dev_intro.htm

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

NEW QUESTION # 52

A customer has a requirement to allow the operations team to ider quote records in order to perform "create and submit order" action only when the corresponding opportunity has reached a specific status calles "closed won". Sales users will remain as the cord 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. configure a criteria-based sharing rule to share order records once opportunity status is "closed won"**
- B. sales users will use manual sharing in order to share order records once opportunity status is "closed won"
- C. share order records programmatically using apex whenever 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: A

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 # 53

A digital publisher wants to integrate its google ad manager (GAM) server with advertising sales management (ASM). Which set of object need to be populated in this scenario?

- A. ad server, ad server account, and ad server user
- **B. ad server, ad server application, and ad server user**
- C. adserver, ad server account, and ad server advertiser
- D. adserver, ad server application, and ad server advertiser

Answer: B

Explanation:

When integrating Google Ad Manager (GAM) server with Advertising Sales Management (ASM), the set of objects that need to be populated includes the Ad Server, Ad Server Application, and Ad Server User (A).

This combination ensures that the GAM server is properly linked with ASM, allowing for the synchronization of ad server configurations, user permissions, and application-specific settings, facilitating seamless integration and management of advertising operations.

References:

<https://help.salesforce.com/>

https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_list.htm

NEW QUESTION # 54

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