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Salesforce Media Cloud Consultant Exam Sample Questions (Q27-Q32):

NEW QUESTION # 27

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

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 # 28

A b2b advertising publishing company has recently upgraded advertising sales management winter 22 to advertising sales management spring 22. Certain core components have been moved to the media service on the core platform to ensure easier upgrades. Which set of components are delivered as part of the managed package?

- A. omniscrypt definition, cpq api's, flexipages, custom labels
- **B. omniscrypt definitions, CPQ API's, apex classes, lightning web components**
- C. flexipage, custom labels, velocity integration settings, custom layouts
- D. flexipage, custom labels, data model, media service

Answer: B

Explanation:

In the upgrade from Advertising Sales Management Winter '22 to Spring '22, certain core components were moved to the media service on the core platform to facilitate easier upgrades. The set of components delivered as part of the managed package includes: OmniScript Definitions: These define the scripts for guided selling processes and customer interactions within the Advertising Sales Management application.

CPQ APIs: Application Programming Interfaces for the Configure, Price, Quote functionality, enabling complex pricing and quoting processes.

Apex Classes: Custom Apex code that provides extended logic and functionalities specific to the advertising sales management process.

Lightning Web Components: Modern, lightweight UI components that enhance the user interface and user experience within the Advertising Sales Management application.

These components form the backbone of the managed package, ensuring that the core functionalities required for advertising sales management are maintained and upgraded effectively.

References:

Salesforce CPQ API documentation: <https://developer.salesforce.com/docs/atlas.en-us.api.meta/api/> Salesforce Lightning Web Components Guide:

<https://developer.salesforce.com/docs/component-library/documentation/en/lwc> Salesforce OmniStudio documentation:

<https://developer.salesforce.com/docs/atlas.en-us.omnistudio.meta/omnistudio/>

NEW QUESTION # 29

During proposal line item creation, a consultant needs to be able to select a value for a picklist type attribute.

Which non-overridable behaviour must the consultant select during the assignment to the parent object type?

- A. is not Assetizable
- B. is Encrypted
- **C. Run-time Configurable**
- D. is Not Translatable

Answer: C

Explanation:

When creating a proposal line item that includes a picklist type attribute, the consultant must ensure the attribute is "Run-time Configurable" (B) during its assignment to the parent object type. This non-overridable behavior allows the attribute's value to be selected dynamically at the time of proposal line item creation, providing the necessary flexibility to adapt to varying proposal requirements. References:

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

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

NEW QUESTION # 30

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

Answer: D

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 # 31

A consultant working on the implementation of media cloud for publishing company has been asked by an IT Manager at the publishing company to better understand the structure of media cloud data model. How should the consultant describe the characteristics of media cloud data model?

- **A. it is composed of custom and standard objects.**
- B. it is composed exclusively of standard objects
- C. it is composed exclusively of custom objects
- D. it is composed of custom objects with no extensions.

Answer: A

Explanation:

The Salesforce Media Cloud data model is characterized by a blend of both custom and standard objects. This hybrid structure allows for the flexibility to tailor the platform to specific industry needs while leveraging the robust foundational features of Salesforce. Standard objects provide core CRM functionalities, such as accounts, contacts, and opportunities, which are essential for managing customer relationships and sales processes. Custom objects are added to support unique business requirements specific to the media and publishing industry, such as managing ad inventories, media plans, and ad sales. This combination ensures that Media Cloud can cater to the complex and specialized needs of media and publishing companies.

References:

Salesforce Media Cloud documentation: <https://www.salesforce.com/products/media-cloud/overview/> Salesforce Standard and Custom Objects documentation: https://developer.salesforce.com/docs/atlas.en-us.object_reference.meta/object_reference/

NEW QUESTION # 32

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