



**Free Questions for Media-Cloud-Consultant by  
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**Shared by Diaz on 12-03-2024**

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# Question 1

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**Question Type:** MultipleChoice

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Users receive an "apex CPU limit exceeded" error when running the advertising sales management flow omniscrypt in a salesforce experience site. The omniscrypt includes an integration procedure that contains multiple data raptors. In which two areas within omnistudio should a consultant check to troubleshoot this issue?

## Options:

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- A- OmniStudio logs
- B- Action Debugger
- C- DataRaptor configuration
- D- omniscrypt debugger

## Answer:

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C, D

## Explanation:

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To troubleshoot the 'Apex CPU limit exceeded' error encountered when running the Advertising Sales Management Flow OmniScript in a Salesforce Experience site, a consultant should examine the DataRaptor configuration (C) and use the OmniScript Debugger (D). The DataRaptor configurations need to be checked for inefficiencies or complex operations that might consume excessive CPU time. The OmniScript Debugger can help identify specific steps or processes within the OmniScript that are contributing to the CPU limit breach, allowing for targeted optimizations. Reference:

[https://help.salesforce.com/articleView?id=omnistudio\\_omniscrypt\\_debugger.htm](https://help.salesforce.com/articleView?id=omnistudio_omniscrypt_debugger.htm)

[https://help.salesforce.com/articleView?id=omnistudio\\_dataraptor.htm](https://help.salesforce.com/articleView?id=omnistudio_dataraptor.htm)

[https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex\\_gov\\_limits.htm](https://developer.salesforce.com/docs/atlas.en-us.apexcode.meta/apexcode/apex_gov_limits.htm)

## Question 2

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**Question Type:** MultipleChoice

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An administrator is mapping a user to media cloud personas. In the current role, the user builds media plans from request for proposals, reviews past performance to gain insight, and proposes proactive solutions. To which persona should the user be mapped?

**Options:**

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**A-** media planner

**B-** ad ops

**C-** designer

**D-** yield manager

**Answer:**

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A

**Explanation:**

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The user in question, who builds media plans from requests for proposals, reviews past performance for insights, and proposes proactive solutions, best fits the Media Planner persona (A). This role involves strategizing and planning advertising campaigns, analyzing performance data, and making informed decisions to optimize future media plans, aligning closely with the responsibilities described. Reference:

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

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

## Question 3

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**Question Type: MultipleChoice**

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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?

**Options:**

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

**Answer:**

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B

**Explanation:**

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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. Reference:

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

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

## Question 4

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**Question Type:** MultipleChoice

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During a google ad manager (GAM) order orchestration, which two steps does a media planner need to complete manually in the GAM server?

### Options:

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- A- associate the creatives to a line item in GAM
- B- check availability of inventory in GAM
- C- create order in GAM
- D- check if creatives are loaded in GAM

### Answer:

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A, D

### **Explanation:**

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During a Google Ad Manager (GAM) order orchestration, a media planner needs to complete some steps manually in the GAM server, including associating the creatives to a line item in GAM (A) and checking if creatives are loaded in GAM (D). These manual steps are necessary because they involve specific actions within the GAM interface that require human intervention, such as verifying creative assets and ensuring they are correctly linked to the appropriate ad campaign line items. Reference:

<https://support.google.com/admanager/answer/179039?hl=en>

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

## **Question 5**

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**Question Type: MultipleChoice**

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Due to internal and external security compliance requirements, a customer need to mask a number of custom text fields, besides implementing Field Level Security. These field values have less than 100 characters in length. However, a select group of users are allowed to view these field values as a part of their daily work. How should a consultant implements this?

## Options:

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- A- implements salesforce classic encrypting and permission set
- B- implement salesforce shield platform encryption and configure profiles
- C- implements field-level security and configure profiles
- D- implements data classification and masking

## Answer:

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B

## Explanation:

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To mask custom text fields while meeting security compliance requirements and allowing select users to view the field values, a consultant should implement Salesforce Shield Platform Encryption (B) and configure profiles accordingly. Shield Platform Encryption provides a higher level of data protection by encrypting sensitive data at rest without compromising application functionality. By configuring profiles, the consultant can specify which users or groups have the permission to view the decrypted field values, ensuring compliance with both internal and external security mandates. Reference:

[https://help.salesforce.com/articleView?id=sf.security\\_pe\\_overview.htm](https://help.salesforce.com/articleView?id=sf.security_pe_overview.htm)

[https://help.salesforce.com/articleView?id=sf.pe\\_profiles\\_perm\\_sets.htm](https://help.salesforce.com/articleView?id=sf.pe_profiles_perm_sets.htm)



## Question 6

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**Question Type:** MultipleChoice

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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 ?

### Options:

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

### Answer:

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B

### Explanation:

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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. Reference:

[https://developer.salesforce.com/docs/atlas.en-us.sfdx\\_dev.meta/sfdx\\_dev/sfdx\\_dev\\_intro.htm](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](https://help.salesforce.com/articleView?id=sf.dx_get_started.htm)

## Question 7

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**Question Type: MultipleChoice**

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Sellers for a major publisher are not entering opportunities until the deal is closed. Internal sales teams compete for business with each other, with a few of them using Salesforce reports to surface potential clients with ad budgets by identifying those targeted on an opportunity owned by the competing team. This behavior has driven sales teams to collaborate on external spreadsheets where the competing sellers do not have access to the information. Which two things should a consultant include in the design to remove unwanted sales access, while continuing to support the sales team collaboration?

**Options:**

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**A-** enable and use opportunity team

**B-** assign opportunity ownership to the system administrator and have a system administrator manually share the opportunity with the correct sellet and teir team

**C-** update field-level security for the amount field and update the opportunity line item related list visibility in the opportunity lightinh page to hide the field and related list from the sellers profile

**D-** update opportunity organization wide defaults to private

### **Answer:**

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A, D

### **Explanation:**

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To address the issue of internal competition and lack of collaboration among sales teams, while ensuring secure access to opportunity data, a consultant should consider enabling and using Opportunity Teams (A) and updating Opportunity Organization Wide Defaults (OWD) to Private (D). Opportunity Teams allow for collaborative selling by enabling the owner to share opportunities with a select group of users, enhancing teamwork without compromising data security. Setting OWD for opportunities to Private ensures that only the owner and selected team members have access, preventing unwanted access by competing sales teams. Reference:

[https://help.salesforce.com/articleView?id=sf.opportunity\\_team\\_setting\\_up.htm](https://help.salesforce.com/articleView?id=sf.opportunity_team_setting_up.htm)

[https://help.salesforce.com/articleView?id=sf.sharing\\_model\\_fields.htm](https://help.salesforce.com/articleView?id=sf.sharing_model_fields.htm)

## Question 8

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**Question Type:** MultipleChoice

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In digital ad sales, what are two ways advertisements are priced?

### Options:

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- A- cost per mille (CPM)
- B- marketing cost
- C- cost per click (CPC)
- D- prepaid expense (PE)

### Answer:

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A, C

### Explanation:

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In digital ad sales, advertisements are commonly priced based on Cost Per Mille (CPM) (A), which refers to the cost per thousand impressions, and Cost Per Click (CPC) (C), which refers to the cost each time a user clicks on an ad. These pricing models help

advertisers and publishers to measure the cost-effectiveness and performance of their ad campaigns. Reference:

[https://help.salesforce.com/articleView?id=mc\\_overview.htm](https://help.salesforce.com/articleView?id=mc_overview.htm)

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

## Question 9

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**Question Type: MultipleChoice**

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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?

### Options:

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- 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: one(program), media channel: five (app), product: five
- D- media content title: five(program), media channel: five (app), product: five

**Answer:**

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C

**Explanation:**

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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. Reference:

[https://help.salesforce.com/articleView?id=mc\\_overview.htm](https://help.salesforce.com/articleView?id=mc_overview.htm)

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

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