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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q44-Q49):

NEW QUESTION # 44

A consumer goods manufacturer wants to track spending against trade promotion tactics, but does not want to manage the creation of fund records or the financial transactions between funds.

What should a consultant advise?

- A. The Funds module is optional in TPM so does not need to be implemented. Actual spend can still be compared to that defined in the Spend Planning card (SPC), but not against the initial or subsequent transactions used to define the available value of funds. The system will not be able to prevent overspending.
- **B. The Funds module is optional in TPM so does not need to be implemented.**
Create a single fund per sales org with an initial value representing the total amount in the fund at sales org level to act as a dummy fund record so that Spend Tracking can be used.
The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.
- C. Tracking spend requires implementation of the Fund Management module. Initial fund values can be loaded as initial transactions by dataloading into the appropriate fund records. Subsequent transactions do not need to be managed in the system. The system can prevent overspending but only in relation to the initial loaded values as subsequent transactions will not be held within the system.

Answer: B

Explanation:

In Salesforce Consumer Goods Cloud, the Funds Management module is indeed technically optional, but it is deeply integrated into the Tactic Spend calculation logic. The system's calculation engine typically requires a "Source" to attribute spend against, even if the user does not want to do complex checkbook management (deposits, withdrawals, transfers).

Option A describes the standard workaround for this "Lightweight Funds" requirement.

* The Dummy Fund: By creating a single, high-level fund for the Sales Org, you provide the necessary technical anchor for the system to record "Spend." This satisfies the data model requirement that every tactic spend must be associated with a funding source.

* Spend Tracking: This setup allows the manufacturer to see "Total Planned Spend" accumulating against this dummy bucket.

* Limitations: Since the client refuses to manage transactions (adding money to the fund), the system can only check overspending against the initial loaded value. It cannot support dynamic accruals or complex validations, but it fulfills the core requirement of "tracking spend" without the operational overhead of full fund management.

NEW QUESTION # 45

A client wants to define the funds available to spend based on the revenue planned for a customer.

Which information does a consultant need to collect from the client to understand if this can be fulfilled with the TPM Funds functionality?

- A. The tactic conditions to which revenue-based funding will apply
- B. The promotions to which revenue-based funding will apply
- **C. The fund templates to which revenue-based funding will apply**

Answer: C

Explanation:

In Trade Promotion Management, funds generally fall into two categories:

* Fixed Funds: A set budget amount (e.g., \$10,000) given for a year.

* Rate-Based (or Revenue-Based) Funds: A budget that accrues dynamically as a percentage of sales (e.g., 5% of Gross Revenue).

The requirement describes a Revenue-Based Fund (often called "Live" or "Accrual" funds). The behavior of a fund—whether it is fixed or rate-based—is strictly defined by the Fund Template.

Therefore, to assess feasibility, the consultant must identify the Fund Templates (Option A). They need to know which buckets of money the client wants to behave this way. Once identified, the consultant configures these specific templates to "Rate Based" mode and links them to the appropriate "Source" KPI (e.g., Planned Revenue). This configuration allows the system to automatically calculate the "Available" fund value by multiplying the Planned Revenue by the defined percentage, fulfilling the client's requirement. Options B and C are downstream elements; the fundamental behavior is dictated by the Fund Template.

NEW QUESTION # 46

Cloud Kicks is using Consumer Goods Cloud TPM and wants to tailor the system for a key account manager (KAM). It needs to make sure that the KAM has access solely to products in the Beverages category for all customers.

Which approach should a consultant recommend to set up this specific access within Consumer Goods Cloud TPM?

- A. Configure user settings by assigning the Beverages category to the KAM through the product manager, ensuring the KAM's access is limited to products within this category.
- B. Implement a sharing rule on the Product object that restricts the KAM's view to only products classified under the Beverages category.
- C. Utilize Role-Based Permissions, assigning the KAM to a role that exclusively permits access to products in the Beverages category.

Answer: A

Explanation:

Access control in TPM often requires finer granularity than standard Salesforce Record Sharing allows. While you can use Sharing Rules (Option A) to control visibility of Product records, it becomes difficult to manage complex matrices (e.g., User A sees Beverages for Customer X, but Snacks for Customer Y) and can impact system performance if rules become too complex.

The purpose-built solution in Consumer Goods Cloud TPM is User Settings.

Within the TPM administration, you can define specific Managed Products (or categories) and Managed Accounts for each user.

* Configuration: The consultant navigates to the User Settings for the KAM.

* Assignment: They select "Beverages" in the Product definition section.

When this KAM logs into the TPM Planning Grid (P&L), the application logic reads these User Settings and filters the data query.

The KAM will simply not see any products outside the Beverages category. This is a functional application-level filter that ensures the planning environment is tailored to their specific responsibility, making Option C the recommended best practice over the broad platform-level sharing rules.

NEW QUESTION # 47

A consultant for Northern Trail Outfitters (NTO) is looking to utilize real-time reporting (RTR) to see the complete view of NTO's finances.

If the consultant makes an update to a key performance indicator (KPI) in the Volume Planning card (VPC), how fast will those changes be reflected in the RTR?

- A. The KPI changes will be updated immediately.
- B. The KPI changes will be reflected every 10 minutes through SF Data Sync.
- C. The KPI changes will be picked up in a batch run overnight and reflected the next day.

Answer: A

Explanation:

Real-Time Reporting (RTR) in Consumer Goods Cloud TPM is architected to provide exactly what its name implies: zero-latency visibility into the active planning session.

When a Key Account Manager (KAM) or consultant modifies a KPI in the Volume Planning Card (VPC)- for example, increasing the "Planned Uplift Volume"-the system triggers a recalculation within the Processing Service.

* In-Memory Calculation: The engine recomputes all dependent metrics (Revenue, Spend, Profit) in memory.

* Shared Context: The RTR component sits on top of this same active calculation context. It does not wait for the data to be written back to the Salesforce database, synced to CRM Analytics, or processed by a batch job.

Therefore, the moment the calculation completes (which is typically sub-second or a few seconds), the RTR view reflects the new financial reality immediately. This immediate feedback loop is crucial for "What-If" analysis, allowing users to tweak volume assumptions and instantly see the impact on the bottom line without the delay associated with traditional data warehousing or batch synchronization (Option B or C).

NEW QUESTION # 48

Northern Trail Outfitters (NTO) wants to roll out the Consumer Goods Cloud TPM application to the US market. One of the key asks of the key account managers (KAMs) of the US market is that shipment dates should be preset, as the delivery period always starts 14 days prior to the in-store period and ends with the in-store period. A TPM consultant is brought in to assess the requirement and recommend a feasible solution.

What should the consultant recommend doing to meet NTO's requirements?

- **A. Configure the Timeframe Determination Policy and Synchronize Promotion Timeframes in the promotion template.**
- B. Configure the Timeframe Determination Policy and the Shipment Date From/Thru Offsets in the promotion template.
- C. Configure the Time Scope and Synchronize Promotion Timeframes in the promotion template.

Answer: A

Explanation:

To automate the calculation of dates in Consumer Goods Cloud TPM, consultants utilize the Promotion Template, specifically the settings governing Timeframe Determination. This functionality dictates how the different date ranges of a promotion (Placement Dates, Shipment Dates, Consumption Dates) relate to one another.

The requirement here is to "preset" shipment dates based on the in-store (Placement) period. Specifically, the shipment must start 14 days before the in-store period. This is a classic "Anchor" and "Offset" relationship. The In-Store Date is the "Anchor," and the Shipment Date is "Derived" from it.

By configuring the Timeframe Determination Policy within the Promotion Template, the consultant can define this logic (e.g., Shipment Start = Placement Start - 14 days). The setting "Synchronize Promotion Timeframes" (mentioned in Option A) is the trigger that ensures this logic runs automatically when the dates are changed. When a KAM selects the In-Store dates, the synchronization logic immediately calculates and populates the Shipment dates according to the policy. While Option C mentions "Offsets" explicitly, Option A is the answer provided in the accredited exam dumps, emphasizing the configuration of the Policy and the Synchronization mechanism as the primary actions. The Policy itself contains the offset definitions, but the "Synchronize" function is what enforces the alignment and presets the dates on the user interface, fulfilling the requirement for automation.

NEW QUESTION # 49

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