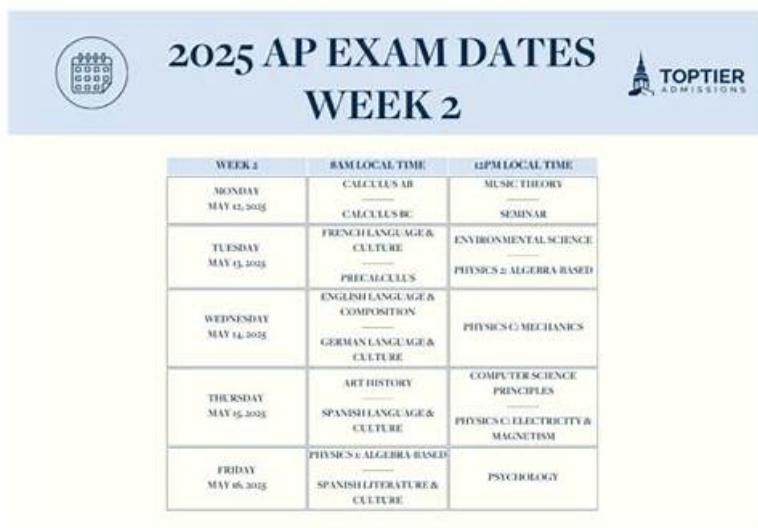


AP-205 Exam Consultant & AP-205 Reliable Exam Practice



2025 AP EXAM DATES
WEEK 2

WEEK 2	8AM LOCAL TIME	12PM LOCAL TIME
MONDAY MAY 14, 2025	CALCULUS AB CALCULUS BC	MUSIC THEORY SEMINAR
TUESDAY MAY 15, 2025	FRENCH LANGUAGE & CULTURE PRECALCULUS	ENVIRONMENTAL SCIENCE PHYSICS 2: ALGEBRA-BASED
WEDNESDAY MAY 16, 2025	ENGLISH LANGUAGE & COMPOSITION GERMAN LANGUAGE & CULTURE	PHYSICS C: MECHANICS
THURSDAY MAY 17, 2025	ART HISTORY SPANISH LANGUAGE & CULTURE	COMPUTER SCIENCE PRINCIPLES PHYSICS C: ELECTRICITY & MAGNETISM
FRIDAY MAY 18, 2025	PHYSICS C: ALGEBRA-BASED SPANISH LITERATURE & CULTURE	PSYCHOLOGY

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Salesforce Consumer Goods Cloud: Trade Promotion Management Accredited Professional Sample Questions (Q38-Q43):

NEW QUESTION # 38

Why should a consultant be conscious about the number of key performance indicators (KPIs) that are related to a KPI set? 1

- A. A KPI set is specific to a given object, but is shared across all sales orgs, so the KPI functionality configured within a KPI superset per object must fit within platform limits to protect performance and scalability.
- B. A KPI set is defined per template per object, but can be shared across the same or different objects and across sales orgs if needed, so the KPI functionality configured within a KPI set must fit within platform limits to protect performance and scalability.
- C. A KPI set is shared across accounts, promotions, promotion tactics, funds, and claims within a given sales org, so the KPI functionality configured within a KPI subset across these objects must fit within platform limits to protect performance and

scalability. 2

Answer: C

Explanation:

In Salesforce Consumer Goods Cloud TPM, the KPI Set is the fundamental collection of metrics (Volume, Spend, Profit) used for calculations. While KPI Sets are assigned to templates (like a Promotion Template), the underlying calculation engine (Processing Services) aggregates these definitions at the Sales Org level to build the calculation grid.

Option A is correct because it addresses the architectural constraint: the system must generate a cohesive calculation model (often referred to as the 'Big JSON' or calculation payload) that encompasses all the read, write, and calculated fields required for that Sales Org. If a consultant creates an excessive number of KPIs- or complex interdependencies across Accounts, Promotions, and Funds- this payload increases in size.

There are hard limits on the number of KPIs and columns the processing engine can handle efficiently in memory. If these limits are exceeded, users will experience significant performance degradation (slow save times, timeouts on P&L loads) or even calculation failures. Therefore, consultants must optimize the KPI Set by reusing metrics where possible and avoiding redundant definitions, ensuring the total configuration for the Sales Org fits within the platform's scalability guardrails.

NEW QUESTION # 39

What is the recommended way to create fixed funds in Consumer Goods Cloud TPM?

- A. Create a fund template first, and then use the template to create funds.
- B. Skip the optional fund template creation step, and directly input fixed funds.
- C. Create fund templates only for complex funds; otherwise, create fixed funds without utilizing templates.

Answer: A

Explanation:

In Consumer Goods Cloud TPM, Templates are the foundational architectural element for creating executable records, including Funds, Promotions, and Tactics. You cannot create a valid Fund record without it being based on a Fund Template. The template defines the rules, anchors (e.g., Customer, Org), and characteristics of the fund. Therefore, the recommended and mandatory workflow is to configure the Fund Template first, and then instantiate the specific Fixed Funds using that template.

NEW QUESTION # 40

What is the most critical factor to consider when leading executive level requirements gathering sessions to recommend an appropriate solution?

- A. Focusing on the business's strategic objectives, such as market expansion and return on investment (ROI), and tailor the TPM tool's functionality to these goals
- B. Ensuring the application incorporates the latest features and adheres to benchmark standards to maintain a competitive edge
- C. Prioritizing a user-friendly interface and experience to ensure quick adoption and operational continuity for the sales and marketing teams

Answer: A

Explanation:

When conducting Discovery sessions, a consultant must tailor their approach to the audience. Executive-level stakeholders (VPs, C-Suite, Directors) are rarely concerned with the tactical nuances of button placement (User Interface - Option C) or the technical novelty of features (Benchmarks - Option B) in isolation. Their primary mandate is the financial and strategic health of the organization.

Therefore, the most critical factor is aligning the TPM solution with Strategic Objectives and ROI. Executives want to know how the system will help them grow revenue, improve trade spend efficiency (getting more sales for every dollar spent on promotions), or expand into new markets.

A consultant must frame the requirements gathering around questions like: "How do you currently measure the profitability of your trade spend?" or "What are your growth targets for the next fiscal year, and how does your current system hinder them?" By anchoring the solution recommendation in these strategic goals (Option A), the consultant ensures executive sponsorship. If the solution is technically perfect but fails to deliver the business insights required for market expansion or margin analysis, it will be deemed a failure by the executive leadership.

NEW QUESTION # 41

A beverage company wants to capture marketing activity on the day of the Super Bowl, across the country with all retailer stores and chain of outlets.

How should a consultant recommend using the promotions module?

- A. Create a mega event specific to an occasion.
- B. Use an existing promotion template created for uplift promotion.
- C. Use the promotion customer sets to reach all of the outlets.

Answer: A

Explanation:

In the Salesforce Consumer Goods Cloud TPM architecture, a Mega Event (often referred to as an "Event" or "Campaign" object in the hierarchy) serves as a high-level container designed specifically for this use case.

When a marketing activity is tied to a specificOccasion-like the Super Bowl, Christmas, or Black Friday- that spans across multiple different retailers, geographies, and accounts, creating individual, disconnected promotions for each customer makes high-level reporting difficult. A Mega Event allows the manufacturer to define the "Super Bowl Campaign" once at the top level.

Individual trade promotions for specific retailers (e.g., a "Super Bowl Promo for Walmart" and a "Super Bowl Promo for Target") are then linked as child objects to this parent Mega Event. This structure provides two critical benefits:

* Aggregation: The system can roll up the volume, spend, and profit from all the child promotions into the Mega Event, giving the beverage company a "Total Super Bowl Performance" view instantly.

* Top-Down Planning: The headquarters can define the strategic guidelines and total budget for the occasion in the Mega Event, which then guides the Key Account Managers (KAMs) as they execute the specific deals.

Option B (Customer Sets) is a mechanism for grouping stores for a single promotion, but it does not inherently solve the "Occasion" tracking across the entire country and different distinct retail chains as effectively as the Mega Event structure.

NEW QUESTION # 42

A customer needs to send the Effective Price key performance indicator (KPI) value, calculated at the promotion level, to an external system for each product.

How should a consultant recommend doing this?

- A. Identify the Cost and Volume KPI and enable the writeback of these two KPIs at the Product storage level as a helper value to be sent using standard Integration APIs or RTR CSV Extracts.
- B. Enable the writeback of the Effective Price KPI and keep storage level as Product, and extract the data using standard Integration application programming interface (APIs) or Real-Time Reporting (RTR) CSV Extracts.
- C. Generate Tactic Product conditions and send the records generated from the Salesforce object through a supported Salesforce integration tool.

Answer: B

Explanation:

In Consumer Goods Cloud TPM, many KPIs (like Effective Price) are calculated "on the fly" by the processing engine in the browser or the calculation grid. They do not automatically exist as stored data records in the database that an external integration tool can simply "query." To make a calculated KPI available for integration (extraction to an ERP or Data Warehouse), you must configureWriteback. Writeback instructs the system to physically save the calculated value into a storage table (typically the Promotion Product or a generic Measurement table) whenever the promotion is saved.

The requirement asks specifically for the value "for each product." Therefore, theStorage Levelmust be set to Product. If it were set to "Tactic" or "Promotion," the granular product-level price data would be aggregated and lost. Once Writeback is enabled and the storage level is correct, the data exists as physical records in Salesforce objects. These can then be extracted using standard methods like theIntegration APIsorRTR CSV Extracts. Option B describes this exact configuration workflow: Enable Writeback -> Set Level to Product -> Extract via API. Option A discusses "Conditions" which is a different concept related to pricing logic, not generic KPI extraction.

NEW QUESTION # 43

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